

Networking For Sales Results: A 5-Step Networking Method

We spoke with Janice Bell CEO, of Kinnear Office Furnishings. Her sales team recently participated in our [Networking For Sales Results: A 5-Step Networking Method For Contacting And Landing New Prospects](#).

We thought you would like to hear how things turned out.

Kinnear specializes in interior design for companies. Like yours, Ms. Bell's sales team spends much of their time networking:

- *cold calling

- *making numerous contacts before finding the appropriate person

- *connecting but not converting

But they had little to show for their hard work. Ms. Bell reports that their "high value" products and services are difficult to sell. Prospects know these are quality products, but still don't want to part with their money. There is more to consider than price. For this reason, it is important that the sales team distinguish their products from the competition.

This has been difficult for Ms. Bell and the team.

Ms. Bell set out to find a training program to address these problems, as she has before, but worried that she would once again find nothing but "fluff and theory".

She decided to try our [Networking For Sales Results](#)

Six months ago her 12-member sales team participated in our 2-day on-site workshop. We followed up with her.

“Right from the first module, there were tips and tactics that our sales team could use right away”.

She was referring to:

**Twelve 20-minute training modules that reinforce skills learned during workshop*

**1-1 coaching support for up to 180 days after sale*

*One of the best things about *Networking For Sales Results* is that the team could take it on the go, as the modules can be accessed online. They are always on the road and **it is important to our sales that they be on the road.**

*They can access what they need when they need it.

“What I really liked about the program is that there is no fluff or theory”. Janice Bell CEO

And the best outcome of all? It is estimated the team is having **20-30% more contact each week** since receiving this training! ⁱ

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