

# Networking for Sales Results: A 5-Step Networking Method for Contacting and Making Appointments with New Prospects

Kinnear Office Furnishings specializes in furnishings and interior design for companies. Janice Bell is CEO.

Her 12-member sales team spends much of their time networking but this has produced limited results.

“One of our toughest problems for our sales team is identifying who in a company we need to contact. We have a product that is of very high value to a company but, frankly, difficult to sell”.

Ms. Bell decided to enroll her entire team in a two-day on-site workshop.

It consisted of:

- \*Twelve 20-minute training modules to keep and use afterwards and that reinforce the skills learned

- \*1-1 coaching support for up to 180 days after the training

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

Ms. Bell admitted that she was hesitant to invest in another training program, this because others have not been helpful. But when we followed up with her six months later she reported that she was happy with the investment.

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

She likes that it was very practical. The sales team could access the modules while on the road by way of an Internet connection.

And the best outcome of all? She estimates that the team is making 30% more contact each week, resulting in need for fewer cold calls and in increased conversions.

If you believe your company can benefit from *Networking for Sales Results*, contact Michael Smith at [Smith Training and Consulting Inc.](mailto:mike@smithtrainingconsulting.com), [mike@smithtrainingconsulting.com](mailto:mike@smithtrainingconsulting.com) 123 Main St., Everytown, USA 12345 (276)555-1234.