Case study

**Not Working at Networking?**

**For Kinnear Office Furnishings, 20-Minute Modules Makes Them Pros**

For most people, their office is their home away from home. A tastefully decorated work space makes employees happier. Kinnear Office furnishings is a mid-sized company, about 35 employees, specializing in interior office design. But when it comes to contacting the right person about a company’s furnishings and interior design needs, who should they contact? The CEO? Perhaps the office manager? This is where networking skills come in.

“Networking is of critical importance to our sales team.,” says Janice Bell, CEO of Kinnear. “They need to aggressively network in order to identify the right contacts at prospective companies and get them talking about furnishings and interior space design.” Janice’s company needed the techniques to excel at networking.

That is when *Smith Training & Consulting* was brought in to give Kinnear the tools on how to network effectively with their flagship training program ‘**5-Step Networking Method’** for contacting and landing appointments with new prospects. Their philosophy is that networking is, by far, the number one skill sales people must master to succeed in today’s selling environment. Smith Training and Consulting typically works with mid-sized to large companies that have at least ten outside sales people.

The 5-Step Networking Method consists of a two-day workshop conducted on site with twelve 20- minute modules to practice the networking skills learned. The modules can be accessed from anywhere using a computer or any mobile device so it was easy to fit them into a Kinnear’s busy schedule. And, with 180 days of coaching and support, Kinnear got the confidence they needed.

Kinnear now is making the connection with the right contacts. “We’re getting our foot in the doors of a lot more prospects than we did before.” As much as 20-30% more. Would CEO Janice Bell recommend this program for you? “Without a doubt, it’s a very effective program, especially for sales teams like our that rely on networking to build sales. I’d highly recommend it!”