Kinnear Finds Increased Sales Success with Online Networking Training

Many office spaces can be carbon copies, indistinguishable except for the company name on the wall. Kinnear Office Furnishings has sought to change that for the last six years by helping clients create unique, functional, and attractive workspaces.

Doing everything from design, renovation, and supply, Kinnear Office Furnishings is a one-stop source for refining office workspaces. However, their goal to be the go-to "Feng Shui" experts for offices was hampered by inefficient prospecting tactics.

"One of our toughest problems was that our sales team was getting nowhere with cold emailing," says Janice Bell, CEO of Kinnear. "We knew we needed to do a better job of online networking, especially on LinkedIn, but our sales team just didn't have those skills."

Smith Training & Consulting would agree on the importance of online networking. In fact, a featured quote on the company website refers to cold emailing as "little more than a throw of the dice," while online networking is now considered the most reliable way to get that first prospect meeting.

Finding a firm that could equip their sales teams with a new skillset in online networking was "mission critical" for Bell. However, most training firms focus on general-purpose sales training. There were "none who specialized in this one area," says Bell. "Then we found Smith Training & Consulting and breathed a sigh of relief!"

Find increased success with online networking
As a corporate training firm, Smith Training & Consulting specializes in teaching sales teams how to network online effectively. The sales environment is competitive, and research shows that most sales are now made through online networking.

Backed by Michael T. Smith's vast expertise, Smith Training & Consulting's flagship program, *Double Your Online Networking Effectiveness*, is a game-changer. This five-step networking method is essential for connecting with new prospects online.

A straightforward program for busy people
You need your salespeople to spend their time making sales. That's why the *Double Your Online Networking Effectiveness* program is efficient. It provides initial content in a one-day on-site workshop for the entire sales team.

"What we liked most is that there's no fluff or theory," Bell says. "Right from the first hour of the workshop, our sales team were learning and practicing techniques they could put into action right away."

After the workshop, the sales team receives follow-on training in the form of eight 10-minute training videos to practice the networking skills they've learned. The modules are short and easily incorporated into even the busiest schedules. They are also action-

oriented, so "our team was practicing and implementing the techniques throughout the entire program," says Bell.

Finally, each salesperson receives confidential one-to-one coaching and support with Michael T. Smith for up to 180 days to help them master their online networking skills.

"The one-to-one coaching was fantastic," Bell says. "Our sales team raved about that!"

Increase your effectiveness to increase your sales
Kinnear Office Furnishings has seen an immediate impact from the training. "Our team has doubled their online networking effectiveness – within the first month!" says Bell. "And we're now seeing increased sales as a direct result."

When asked if she'd recommend this program to other companies interested in improving their online networking skills, Bell says, "Without a doubt. It's a very effective program, especially for sales teams like ours that must rely on online networking to build sales. I'd highly recommend this training program!"

Note: Kinnear Office Furnishings is a fictional company, and this sample was created as part of my certification.