

## **Kinnear Networks Their Way to Better Connections**

Good news, business is growing! You're thinking of remodeling or moving your office to a new location. You begin by searching the internet for new furnishings. After what seems like hours and hundreds of desks, lamps, and chairs you wished you knew someone who could just make the selections for you.

Then you remembered – you were at a networking event a while back and met someone who should be able to help. Success! You found their card; a sales person from Kinnear Office Furnishings who handles the interior design and makes recommendations. Perfect!

### **Networking – the preferred marketing method**

For Kinnear Office Furnishings, one of their toughest problems is identifying who in a company they need to contact. “There isn't an obvious title,” says Janice Bell, CEO. “We can't just buy a mailing list. So we need to spend a lot of time networking in order to find the right person. Titles are not always obvious and sometimes one person handles many different roles. Therefore, the better our sales team is at networking, the more sales opportunities for us.”

“We're constantly looking for any edge we can to get our foot in the door,” says Janice. “We have a ‘product’ that is of very high value to a company but frankly, difficult to sell.” The decision to look into networking skills for Results Success was worth the time. In fact, “what I really like about the program,” says Janice “is that there's no fluff or theory. “

“Right from the first module, there were tips and tactics that our sales team could implement right away.” Smith Training and Consulting's flagship program *Networking for Sales Results* is designed specifically for sales people who face such challenges as:

- Making contact with more new prospects, faster.
- Meeting new prospects, without having to cold call.
- Connecting with better quality prospects; those who are most likely to result in a sale.
- Setting more appointments with new prospects.

### **5-Step Networking Method Helps Kinnear Connect**

Today, Kinnear's sales team is getting their foot in the doors of a lot more prospects than they did before.

“Typically, sales people don't like being pulled from the road for training,” says Janice. “But it was only two days. They really really liked the virtual training modules that they could access anytime and, the fact they could call or email Michael himself to ask questions and get advice.” Their sales team is making 20 -30 % more new contacts each week as a result of the training, according to Janice.

[This writing example was produced during a professional development program on creating effective case studies.](#)

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You did a terrific job on this case study. You have an excellent storytelling style; which, of course, is perfect for this type of marketing communications. I like how you've quoted the customer relatively early in the piece. I found the second half of your case study very crisp and energetic while telling the story and conveying the facts well.

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