

## Case Study

### **Kinnear Office Furnishings Improves Networking Skills, Quickly Boosts Lead Generation 20-30%**

#### **Lead generation challenges for hard to sell products**

Future customers require time and trust to consider your products and services. Cold calling and email campaigns do not always get you into the buyer's door. Unique or high value products require the right contact and different tactics for leads. What can you do?

#### **Identify lead-resistance**

Kinnear Office Furnishings, a commercial interior design company of 35 employees, reviewed their lead generation methods.

Kinnear CEO, Janice Bell, stated, "We have a 'product' that is of very high value to a company but, frankly, difficult to sell. One of our toughest problems for our sales team is identifying who in a company we need to contact. There isn't an obvious title. We can't buy a mailing list. So we need to aggressively network to identify the right contacts at prospective companies and get them talking about furnishings and interior space design."

#### **Take the training road less traveled**

They did the unthinkable. They pulled their entire sales force off the phones and streets - and back into the office. At least for the first two days. Sales people usually don't like being pulled into the office for training. Why do it? To invest in a 5 step networking training to create more leads.

The team participated in a two day on-site workshop, *Networking For Sales Results*. This was followed by twelve 20 minute self-training modules. These bite-sized sessions were easily accessed on their computer or mobile devices such as a Blackberry. 180 day follow-up was provided through one-to-one coaching and support. And they successfully did this during their busy schedules back on the road.

"They really, really liked the virtual training modules that they could access anytime and the fact they could call or email the trainer, Michael, to ask questions and get advice."

#### **Boost leads by "giant leaps and bounds"**

Smith Training & Consultants' *Networking For Sales Results* program helped Kinnear produce up to 20-30% more leads shortly after completing the training.

"What I really like about the program 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. Without a

doubt, it's a very effective program, especially for sales teams like ours that rely on networking to build sales. I'd highly recommend it!"

**CEO, Janice Bell, Kinnear Office Furnishings**