



PORTFOLIO SAMPLE

Kinnear Office Furnishings

Case Study

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“Feng Shui” office design experts master online networking, double sales leads – within a month

In an age of tightening email spam laws and a changing social media landscape, corporate sales forces face a daunting challenge in attracting new leads. And the sales team for Kinnear Office Furnishings was no exception.

An office design and renovation company, Kinnear prides itself on creating functional and attractive workspaces, handling all details from the initial stages of design to supplying furniture in newly remodeled spaces.

But the “Feng Shui” masters of office workspace design ran into significant headwinds generating sales leads from traditional methods.

“Our sales team was getting nowhere with cold emailing,” says Janice Bell, CEO. “We needed to do a better job of online networking, especially on LinkedIn. But our sales team just didn’t have those skills.”

A “mission-critical” skillset

Kinnear’s sales team knew that mastering online networking meant more opportunities and sales – and therefore was a “mission critical” skillset.

But effective online networking involves more than sending a few connection requests on LinkedIn. And finding a training firm specifically skilled in this area turned into its own challenge – at least until Bell discovered Smith Training & Consulting.

Founded by Michael T. Smith, popular author and trainer in the industry, this corporate training firm specializes in getting sales teams up to speed with online networking techniques.

“There were a lot of general-purpose sales trainers out there. But none who specialized in this one area,” remembers Bell. “Then we found Smith Training & Consulting and breathed a sigh of relief!”

No fluff or theory

Specifically, Bell found their flagship *Double Your Online Networking Effectiveness* training, a one-day, on-site workshop designed to get sales teams up and running with online networking. Featuring a simple 5-Step Networking Method for engaging with new prospects online, the workshop focuses especially on using LinkedIn.

“There’s no fluff or theory,” Bell insists. “Right from the first hour of the workshop, our sales team were learning and practicing techniques they could put into action right away.”

And the practical approach of the training doesn’t end with the workshop. As part of the program, Smith Training & Consulting provides a series of eight 10-minute, follow-up training videos. Designed to fit into even the busiest salesperson’s schedule, these bite-sized videos offer even more hands-on practice.

“We liked that the workshops, and even the follow-up training videos, were so action-oriented,” Bell recalls. “None of the learning was passive.”

The personal touch

But perhaps the feature that resonated most with the team at Kinnear is the confidential, one-to-one coaching and support following the program. For up to 180 days after the workshop, Kinnear’s sales team members had the option of emailing or calling Michael Smith himself.

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

Armed with the techniques and experience from the workshop – and the personalized coaching and support – Kinnear’s sales team has doubled their online networking effectiveness, within the first month. “And we’re now seeing increased sales as a direct result,” says Bell.

Becoming the masters

Gone are the days of struggling with cold email prospecting for Kinnear’s sales team. Today, they put Smith’s 5-Step Networking Method and other workshop techniques to work daily, securing those all-important first meetings with prospects with more confidence and ease than ever before.

“Without a doubt, it’s a very effective program, especially for sales teams like ours that must rely on online networking to build sales,” Bell says. “I’d highly recommend this training program!”

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