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For a sales team one of the costliest and most time consuming parts of the job is identifying who it is at a prospective company they need to sell to. Many times there isn't an obvious title and the corporate chain and its members' responsibilities vary from place to place.

These are the hurdles that plagued Janice Bell, CEO of **Kinnear Kitchen Leasings**, whose sales team relied on networking to identify the right contacts at any given company.

"Networking is of critical importance to us," she said. "We spend a lot of time to find the right person and get them talking about kitchen and restaurant design."

With products that carry a high value, but are extremely difficult to sell, Bell was looking for a way to aid her team. "We can't just buy a mailing list," she lamented. "So, we're constantly looking for any edge we can to get our foot in the door."

The edge she was searching for eventually brought her to Smith Training & Consulting's premiere program – *Networking for Sales Results* – a 2 day on-site workshop for the entire sales force. Following the live program every team member works through 12 training modules, each no longer than 20 minutes, where they apply and practice the skills they've acquired.

"Our sales team was skeptical, but ultimately they loved it. There was no fluff or theory," Bell raved. "There were tips and tactics our team could implement right away." The truncated course and the follow-up "bite-sized" training modules were a big hit with a sales force that doesn't typically have time to spare for seminars. "Sales people don't like being pulled from the road for training," Bell explained. "But, it was only two days. And they really liked the virtual training modules that they could access anytime."

An investment of two days of her company's time and Bell saw the effectiveness of her sales staff increase by "leaps and bounds." When asked if the Kinnear sales team is making 20% to 30% more new contacts each week as a result of the program Bell was quick to respond – "I would be okay with saying that." She emphatically went on, "We're getting our foot in the doors of a lot more prospects than we did before. It's an effective program. I'd highly recommend it."