

Product/Service: **Training Program: Networking for Sales Results**

Objective: **Generate Leads and Build Trust through a Customer Success Story**

HEADLINE: **Interior Design Company Makes Networking Work for Them**

Networking can make or break a company's bottom line. Quality leads and more appointments set, means more sales. That's the bottom line.

Kinnear Office Furnishings, a mid-sized interior design firm of about 35 employees with a small sales staff use networking extensively to find new prospects and set sales appointments.

"Networking is of critical importance to our sales team" says CEO Janice Bell. "we just can't buy mailing lists. Our team needs to aggressively network in order to identify the right contact."

Training Program That Delivers

The sales team needed help connecting with the decision-maker at the company the first time out.

They needed a training program that -

- Offers an effective way to present products and services. Bell noted, "*we have a product that is of very high value to a company but, frankly, difficult to sell*"
- Gives strategies that can be implemented immediately. To reduce time spent "running around" not bringing in new sales

Smith Training & Consulting flagship training program, Networking for Sales Results, was the answer.

The two-day onsite workshop was a plus. "*For the most part, our sales team liked it. Typically, sales people don't like being pulled from the road for training,*" says Bell.

The team walked away with a 5-step Networking Method for contacting and landing appointments with ease.

**Kinnear Office
Furnishings**

Problem:

Time wasted and sales quota missed trying to find the "right" company contact

Solution:

The Networking for Sales Results Program helps busy sales people develop effective networking skills in only two days.

Results:

Up to 20-30% more NEW contacts EACH week.

The program also consists of -

- 12 web-based 20-minute training modules. Easily accessed anytime via mobile phone. Allows attendees to deepen their understanding the networking methods
- 180 days of one-on-one access with a coach to answer or clarify any questions while back on the job

Highly Recommended

The results speak for themselves. Contacts and appointment setting up by 20%. But Bell had this to say “without a doubt, it’s a very effective program, especially for sales team like ours that rely on networking to build sales. I’d highly recommend it!”

SAMPLE

Note: This Customer Success Story, an example of my writing style, was created during the American Writers and Artists, Inc., B2B Copywriting Mastery program.

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