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## Portfolio Sample: Case Study

# Found! Profitable Networking Power

*Kinnear Office Furnishings* needed their sales professionals to network more effectively. They recently completed our *Networking for Sales Results* workshop. At the heart of the training is a **5-Step Networking Method**. It trains staff to contact and land more appointments faster with higher-probability prospects.

Kinnear CEO Janice Bell said their biggest struggle was discovering who to contact. Mailing lists are useless. The titles of those who make decisions on interior design and furnishings vary widely.

Janice continued, "We have a 'product' that is of very high value to a company but, frankly, **difficult to sell**. So we're constantly looking for any edge we can to get our foot in the door."

Salespeople don't like taking time from selling for workshops. Happily, the on-site workshop for the entire sales team lasts only two days.

After that, each salesperson takes a series of twelve 20-minute training modules to practice the networking skills. These bite-sized modules fit easily into the busiest salesperson's schedule. Better yet, a computer or mobile device can access them online.

Kinnear CEO Janice Bell says, "...there's no fluff or theory. Right from the first module, there were tips and tactics that our sales team could implement right away.

So each salesperson can master the workshop's networking skills, they receive one-to-one coaching for up to 180 days. Overall, this helped Kinnear:

- Contact more new prospects...faster!
- Find prospects without cold calls.
- Connect with better, high-probability prospects.
- Set more appointments with them.

Janice added, "...And 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."

She raved about how the workshop increased sales staff effectiveness by "giant leaps and bounds." Regarding getting their "foot in the door", she said, "In fact,

that's how the training program helped us most. We're getting our foot in the doors of a lot more prospects than we did before."

She guesses they're getting about **20-30% more new contacts** per week as a result of the training.



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