

***Double Your Online Networking Effectiveness* ushers Kinnear Office Furnishings into a new era of success.**

When it comes to networking, bad wine and cheese cubes are a thing of the past. But so is cold emailing.



Just ask Janice Bell, CEO of Kinnear Office Furnishings, located in Southern California since 2018. The firm is passionate about their personalized approach: designing and renovating workspaces for their clients that are both functional and creative. They consider themselves the Feng Shui experts for office workspaces — a design firm for discerning customers.

Before hiring Smith Training & Consulting, Janice saw a major roadblock in their online sales outreach, “One of our toughest problems was that our sales team was ***getting nowhere with cold emailing***. I realized the key was doing a better job of social media networking - especially on a business platform like LinkedIn. But our sales team just didn’t have those skills. Obviously, the better our team could get at online and social media networking, the more opportunities and sales they would generate. So giving them that skillset was ‘mission critical’.”

Determined that Kinnear be competitive, Janice researched many business training firms, but none seemed to offer training that focused on social media marketing and address her immediate concern.” She particularly liked how Smith’s tailored approach mirrored the business practice of her own company, that catered to each client’s specific needs. “There were a lot of general purpose sales trainers out there. But none who specialized in this one area,” she explained, “then we found Smith Training & Consulting and breathed a sigh of relief!”

Smith's flagship product, *Double Your Online Networking Effectiveness*, was what the doctor ordered and was quickly implemented. A straight-forward, one day, on-site training with the entire sales team was doable for everyone's schedules — and included a bonus of 6 months free support, as well as personal access (confidential email or phone call) with renown online marketing trainer and author, Michael T. Smith.

"What we liked most is that there's no fluff or theory," Janice offered, "***Right from the first hour of the workshop, our sales team was learning and practicing techniques they could put into action right away.***"

Janice's staff was grateful for the new training, and it boosted morale. The entire team felt more positive and confident by having an essential skill in the current marketplace, which would enable them to drive more profit.

"We also liked that the workshop, and (8) follow-up training videos, were so action-oriented. ***None of the learning was passive.*** Our team was practicing and implementing the techniques throughout the entire program. And the one-to-one coaching was fantastic. They all raved about that!"

"Is it safe to say that your team has improved their online networking skills by at least 50%?"

"Oh, I'd say more than that," Janice beamed. ***Our team has doubled their online networking effectiveness – within the first month! And we're now seeing increased sales as a direct result.***"

Future data revealed that the sales increase for Kinnear Office Furnishings, in the first 3 months, was 40% more than before the training began, and then climbed to 72% more sales in the following 6 months.

[Graph]

Janice feels assured that the targeted training saved the day and boosted her company to the top shelf of office workspace design firms.

"Would you recommend the program to other companies?"

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

(Note: the phrases in bold italic could be quotes highlighted throughout the article or in the margins).