

Sample Case Study

POINTED ARCH Marketing



Note:

This Case Study was written during the AWAI 12 Weeks to B2B Copywriting Mastery professional development program. The client is a fictitious company.

Client: Coaching company called Smith Training & Consulting, Inc.

Target Audience: Sales people with mid-sized to large companies.

Project: Case study of a Smith Training client company, Kinnear Office Furnishings.

Objective: Tell the success story of Kinnear Office Furnishings, which is seeing good results after their salespeople took the Networking for Sales Results program. Goal is to have increased attendance at future Smith Training events.

Kinnear Office Furnishings increased sales 20-30% with improved networking skills

Client Challenge

Kinnear Office Furnishings designs beautiful modern work spaces where companies thrive.

Recently, Kinnear found that they wanted to give their sales team additional tools to bring sales numbers to the next level.

“Networking is of critical importance to our sales team...Obviously for us, the better our sales team is at networking, the more sales opportunities they’ll generate for us...So we’re constantly looking for any edge we can to get our foot in the door”, says Janice Bell, CEO at Kinnear.

Kinnear turned to Smith Training & Consulting, Inc. for a solution.

The philosophy at Smith Training is that networking is by far, the number one sales skill needed for success in today’s selling environment. Their flagship training program, called “*Networking for Sales Results*”, teaches a 5-Step Networking Method for contacting and landing appointments with new prospects.

“One of the toughest problems for our sales team is identifying who in a company we need to contact” says Bell. “In fact, that is how the training program helped us the most. We’re getting our foot in the doors of a lot more prospects than we did before.”

During the “*Networking for Sales Results*” program, participants attend a 2-day workshop taught in a series of 20-minute training modules, giving them ample time to practice skills learned. After the workshop, the learning modules can be accessed online for further review and practice. To help master the networking skills, participants also receive one-to-one coaching and support for 180 days.

“Typically sales people don’t like being pulled from the road for training” comments Bell. “But it was only two days. And they really, really liked the virtual training modules that they could access anytime and the fact that they could call or email Michael himself to ask questions and get advice.”

The Solution

CEO Janice Bell is very happy to report that the sales team is making 20-30% more new contacts each week as a result of the training. She says “Without a doubt, it’s a very effective program...I’d highly recommend it!”