

# Targeted training transforms design consultancy's fortunes

*A new approach to online networking leads to "less friction, more flow" for Chicago-based Kinnear Office Furnishings*



**Janice Bell knows** freedom and flow are important to her company's success. She's the CEO of Kinnear Office Furnishings, a supplier of attractive, functional office workspaces designed according to Feng Shui principles: aiding harmony and productivity by bringing diverse elements into proper balance.

## *Fragmented approach to digital networking, lead gen hindered sales*

So, two years ago, when Kinnear's revenue underperformed against plan for the third straight quarter, she knew she needed to "unblock the flow" and attract ideal buyers of her company's furniture, design, and renovation services.

"One of our toughest problems was that our sales team was getting nowhere with cold emailing. We knew we needed to do a better job of online networking, especially on LinkedIn. But our sales team just didn't have those skills," Janice explains.

Her highly experienced sales professionals approached networking in their own ways, which delivered big one-off deals at times but got in the way of team cohesion and a repeatable strategy. Janice knew that by harnessing the power of data-informed, digital dialogue with prospects, she could dramatically boost Kinnear's sales results. She spent weeks looking for the right training partner.

"There were a lot of general-purpose sales trainers out there. But none who specialized in this one area. Then we found **Smith Training & Consulting** and breathed a sigh of relief!"

## *New program helped drive major turnaround*

With help from founder Michael T. Smith, Janice brought Smith's flagship program—**Double Your Online Networking Effectiveness (DONE)**—to Kinnear last January. As she helped to kick off Smith's one-day on-site intensive workshop, she knew she'd made the right choice.



*Photo: Janice Bell meets with customers in Kinnear's suburban Chicago showroom. Inset, upper right: Kinnear Office Furnishings' Feng Shui-inspired logo.)*

When she asked for feedback from her sales managers in February, Janice was thrilled to hear that they found the DONE program's self-guided video training modules engaging, relevant and easy to apply. Only a month after their introduction, the new strategies were producing tangible results. "Our team has doubled their online networking effectiveness," she said at the time. "And we're now seeing increased sales as a direct result."

***Reluctant networkers become relentless rainmakers, thanks to DONE***

Perhaps more impressively, the sales professionals' confidence and follow-through had surged. To even the least tech-savvy or most reluctant among them, using LinkedIn to find and qualify customers had started to feel less like a roll of the dice, and more like a harmonious convergence of new skills, enthusiasm and confidence.

Ongoing access to the DONE video training, personalized coaching from Smith consultants, and confidential access to the firm's founder by phone or email for up to six months post-workshop have helped keep up Kinnear's morale and momentum.

Reflecting on the transformative impact **Smith Training & Consulting's DONE program** made in just a few short months, Janice says, "It's extremely effective, especially for sales teams like ours that must rely on online networking to build sales. I'd highly recommend this training program!"



***Janice Bell, CEO***  
*Kinnear Office Furnishings*

"What we liked most is that there's no fluff or theory [in the DONE program]. Right from the first hour of the workshop, our sales team were learning and practicing techniques they could put into action right away."

*Find out how using LinkedIn better can help your sales teams double their online networking effectiveness. Visit [smithtraining.com/DONE](https://smithtraining.com/DONE).*