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Zen Office Furnishings

Feng Shui Workspace Design · Renovation · Furniture

C A S E S T U D Y

Corporate Feng Shui Workspace Design Company Boosts Sales with New Online Networking Technique

Office space design and renovation company Zen Office Furnishings has been passionate about creating attractive, functional workspaces ever since its doors opened in 2018. The self-described “Feng Shui expert for office workspaces,” Zen Office Furnishings doesn’t just design workspaces — they also offer renovation services and supply furniture as well.

Reaching prospective customers by using the old, cold email route didn’t prove successful for their sales team. They needed a more efficient system that could help them reach their sales goals more quickly.

“One of our toughest problems was that our sales team was getting nowhere with cold emailing,” CEO Janice Bell said. “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.”

The more confident and successful their sales team would become by using online networking, the greater the chances for generating sales would be. Training in that skill set was crucial.

The Right Networking Training Company Comes Along...

Bell looked at many training firms, but identifying one that truly understood online networking was a challenge.

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

A corporate training firm that shows sales teams how to network effectively online, Smith Training & Consulting believes that online networking is by far the #1 skill salespeople need to master to succeed in today’s competitive selling environment.

Journal of Personal Selling & Sales Management: *“Cold emailing, the more common prospecting method, has become little more than a throw of the dice. But online networking, if done correctly, is fast becoming the most reliable means of getting that all-important first meeting with a new prospect.”*

The 5-Step Online Networking Method That Works

For Zen Office Furnishings, Smith Training & Consulting’s flagship program, “Double Your Online Networking Effectiveness,” was just the right kind of training their sales team needed. Featuring a highly effective 5-step networking method for engaging with new prospects online, it focuses on LinkedIn in particular.

The program consists of a one-day onsite workshop for the entire sales team, followed by a series of training videos where team members get to practice their new networking skills through bite-sized modules —

something which can easily fit into even the busiest of work schedules. Members of the sales team also receive one-on-one coaching and support for up to 6 months afterwards.

“What we liked most is that there’s no fluff or theory. Right from the first hour of the workshop our sales team was learning and practicing techniques they could put into action right away. ... The workshops, and even the 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. Our sales team raved about that!”

Future Sales Success Ensured

Since embracing this training program, Janice’s sales team has doubled their online networking effectiveness in the first month alone. They’re now seeing increased sales as a direct result.

Asked if she would recommend the program to other companies, she said:

“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!”