

CASE Study • FINE OAK THINGS



NAME & POSITION: Jon, Owner

COMPANY NAME: Fine Oak Things

TIME TRAINING ON PROGRAM: 5 Months

LOCATION: Campbellville, Ontario



OBJECTIVES

- I was hoping to get a standardized program both to help myself and staff.
- I also wanted something that was easily scalable and could be monitored remotely to ensure employees were using the program and I wouldn't have to dedicate a large part of my time to training on an ongoing basis.



SOLUTIONS

- Currently, I am on the program and it will be rolled out to all new hires going forward.
- I make it mandatory for myself and it will be for all new hires in the new year.
- Doing role play has created the positive result of having increased confidence and feeling more prepared for expected objections with customers.
- I've noticed improvements in dealing with "just looking" objections, which I commonly get.



RESULTS ACHIEVED

Sales:

- *Prior to being on the program, we had only had 1 month of sales in excess of \$100K. Since being on the program, we have yet to have a month under \$100k in sales (5+ months)*
- **Our average sales are up 20% (from \$2,834 to \$3,398). Total sales have been more in 5+ months than in previous 12-month periods.**

STAFF & CULTURE RESULTS

• Personally, I've experienced increased confidence in getting orders. I'm feeling like this is just the beginning and we're only going to get better.



FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- I find the bi-weekly calls helpful as it forces me to stay focused and get the training done. Christa has been helpful in offering suggestions on how to approach the training and been willing to role play difficult situations.
- I was skeptical of starting with Cardone, and whether it would be worth it. One of the main reasons I decided to go with it was if Ryan (Sales Rep) and his team could convince me to be interested after he first called even though I said there was absolutely no way we were going to go with it - maybe they knew what they were talking about and we could learn and apply some things.

ABOUT THE COMPANY

Fine Oak Things provides custom Mennonite solid wood furniture to help customers create the perfect look for their home. Proudly made in Canada.