

SRG Client Success Profile

Sales Executive Coaching



Sales Readiness Group

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President



What objective did you have in mind that led you to seek outside help and SRG specifically?

"We were developing a new executive-level position in company – Vice President of Business Development. We wanted help in identifying how to structure that position and get help in training the person assuming that role."

Why did you choose SRG vs. other options?

"We met them at a CEO Executive Club where they presented. For a variety of reasons, we thought they could do the job and we made a personal connection that made us comfortable with them."

Talk about the impact the SRG training is having on your business and how it aligns with your sales goals?

"It accomplished our goals of developing our new position. The job was defined in a way that met our needs, and our Vice President of Business Development, who is responsible for sales, has shown a much higher return on investment than initially expected."

What's it like to work with SRG?

"They are professional, consistent, and thoughtful. Clearly, they think through your specific problems. I was impressed that the training was highly customized to our business rather than being a generic solution."

How would you describe SRG and what they can do for another business?

"I would use our results as our recommendation. In a short period of time, they provided us information that led to a far better than expected ROI from our sales programs. Our business isn't one of traditional sales. Ours is a provider-to-provider sales model – selling a service to someone who will then recommend it to another person. They had to abandon a traditional sales model and adapt methods to meet our needs."

About Apple Physical Therapy

We're the largest, private physical, occupational, and massage therapy practice in Washington. We were founded in 1984, have 24 locations in the Puget Sound region, and are owned and operated by physical therapists.

Sales Readiness Group

Sales Readiness Group's (SRG) works with sales organization to improve sales performance through our industry leading *Customized Sales Training, Sales Management Development, Sales Assessments, and Sales Management Coaching* programs.

Customized Sales Training

Comprehensive skills-based sales training programs that improve sales force effectiveness.

Sales Management Programs

Develop key management skills including managing sales performance, sales coaching, recruitment/selection, and sales leadership.

Sales Assessments

In-depth sales assessments that target key sales skills and behaviors that drive sales success.

Sales Management Coaching

One-to-one coaching to help sales leaders quickly develop the skills they need to motivate and manage sales teams.

To learn more, please contact us:

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