

# SRG Client Success Profile

## Sales Management Training



Sales Readiness Group

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Director of Sales Training



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

"We wanted to unify the message to our management and have consistent approaches to raise the skill level at RingCentral. We made the decision and we wanted it to happen right away and SRG helped us do that. I was pleasantly surprised by how incredibly responsive they were and how they were able to keep up with our schedule."

### *Why did you choose SRG vs. other options?*

"Our challenge is that we have managers in several countries around the globe and the only way to achieve our goals was through a virtual classroom. SRG's technology and materials were designed specifically for a virtual audience and they had a lot of interaction built into their trainings.

We also recognized that SRG offered the kind of content we were looking for. We liked the professional look and feel of their materials and they had glowing references. It was clear they had satisfied customers who spoke very highly of them."

### *What's it like to work with SRG?*

"It was a real pleasure working with SRG and we loved the virtual training. It was not a one-way presentation; instead, it was interactive and encouraged participation. **Our instructor took the time, in advance, to interview people at RingCentral and customize the case studies to fit our audience. When people shared, our instructor acknowledged and built on every response.** It was clear SRG was very knowledgeable and had authority to be speaking on the subject.

Since the trainings, we have continued the learning process through homework and reinforcement. We can see that the things people learned from SRG, especially about coaching and managing performance, are being used."

### *About RingCentral*

RingCentral provides the #1 cloud business phone system. With top industry honors, including PC Magazine Editor's Choice Award, Small Business Computing Excellence in Technology Award, and the 2010 World Economic Forum Technology Pioneer Award, RingCentral delivers cloud phone systems that are designed for the modern mobile and distributed business world, at a fraction of the cost of traditional systems. Headquartered in San Mateo, California, RingCentral is privately held with backing from Sequoia Capital, Khosla Ventures and Cisco. For more information, please visit: [www.ringcentral.com](http://www.ringcentral.com)

### *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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