

# SRG Client Success Profile

## Sales & Sales Management Training



Sales Readiness Group

**Gerry Gallagher**

Vice President Sales & Marketing

### GM Nameplate

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

"The SRG team asks great questions as we're setting up the training program that helps me refine what I'm trying to solve. They are flexible and reactive with content and make adjustments to really help us get the deliverables we're looking for."

#### **What kind of training did you do with SRG?**

"We've done individual training, training for sales managers, and have booked a full day of training for all of our direct sales people."

#### **Where might SRG have surprised you in the value & insights provided?**

"When I talk about what I'm looking for, even though they have a standard program, they don't try to impose a standard program on you. They're willing to personalize their programs to meet your company's specific needs. They really listen well, define what it is you're looking for, and modify their training to get you the deliverables you want and that are most important to you."

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

"I have worked with SRG on multiple occasions. In each case, I have found them to be responsive, insightful, and efficient in their work. **They are exceptional at asking great questions that get the conversation to the essence of the challenge that needs to be addressed in a timely manner.** They have then helped us customize actions and training to improve our results. I have especially appreciated their flexibility to align their resources and solutions with our particular needs and not driving a "canned" solution. They have a staff of experts in the field with a wide range of real life experience that in each case has been appropriate to address our needs. It's great to work with smart people."

#### **About GM Nameplate**

We're celebrating our 57<sup>th</sup> year offering customers an ever-broadening range of custom manufacturing possibilities. Lester Green and Beale McCulloch (the GM in our name) originally started the company to make nameplates in 1954. Their leadership and vision infused the company with the vital "life skills" necessary to create the multinational, vertically integrated company GM Nameplate is today.

### 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:

[info@salesreadinessgroup.com](mailto:info@salesreadinessgroup.com)

1-800-490-0715