

SRG Client Success Profile

Live Virtual Sales Training



Sales Readiness Group

Chuck Gossett
President & CEO



Why did you choose SRG vs. other options?

"We selected SRG because of their deep expertise in helping inside sales teams improve selling skills. We were particularly impressed with their experience in delivering the training as a series of live virtual training sessions and the outstanding reputation they have developed.

What kind of training did you do with SRG?

"We implemented SRG's Comprehensive Selling Skills training program. It consisted of a series of workshops that trained our sales team to improve our consultative selling skills and to increase the value we provide to our customers throughout the sales process."

What's it like to work with SRG?

"It is a pleasure to work with SRG. Their people are very helpful and responsive. They worked very hard to make sure that the training was customized to address our specific training priorities.

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

"The experience and knowledge of their training staff is impressive. Their interactive, web-based training is highly engaging, and provided an opportunity to practice the key skills covered in the training program. I was also impressed with their ability to create customized role plays and exercises that addressed the skills that are most important to our sales team.

About Cougar Mountain Software

Since 1982 Cougar Mountain Software has provided business accounting software and hardware solutions for more than 20,000 retail, wholesale, nonprofit and service based businesses throughout the world. Cougar Mountain Software is known for its robust and secure accounting functionality, and was recently given the highest ranking in its class for the DENALI product line by CPA Practice Advisor.

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

1-800-490-0715