

# SRG Client Success Profile

## Sales Management Training



Sales Readiness Group

**Diana Kempf**  
**B2B Specialty Operations**



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

"The business group I work in is our B2B Specialty Operations. We wanted to make sure we were giving our management team the tools they need to make them successful in managing their sales people and hiring the right people for the team."

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

"We looked at a couple other companies, and we thought what was presented by SRG was the best fit for what we were looking for with regards to skills training to interview sales people, manage our pipeline, and coach appropriately."

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

"We did comprehensive sales management training with a focus on recruiting and selecting the right hires, managing sales performance, coaching, and leadership."

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

"For me, because I've been around for a while, the insights showed me another way to look at some aspects of sales management, but no big surprises. But for my direct reports, I think some of it was very enlightening, especially around the interviewing process. In particular, I felt the section on creating a vision and articulating that vision along with the associated strategies was the most impactful for my team."

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

"Through my experience, I've seen how SRG can guide a sales management team - providing them with tools and helping them focus on the right things to make a difference."

### ***About Convergys***

By focusing on the specialized needs of the business-to-business market, Convergys offers a way to expand the reach of our clients' sales forces and account management teams, improve the effectiveness of their channel partnerships, and tap new and traditionally under-served markets. Convergys becomes an extension of our clients' sales force to drive sales and profits higher while enhancing the value of their customer relationships and lowering the cost of sale. I specifically manage sales programs for consumer packaged goods and financial services companies.

### ***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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