

# SRG Client Success Profile

## Sales Training



Sales Readiness Group

**Terri Brooks**  
Director of Learning & Development

*A'viands*

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

"We looked at two other sales training companies in addition to SRG. We were impressed with what SRG had to offer in terms of approach, content, pricing structure, and deliverables. Plus, their personalities seemed to fit with our company's."

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

"We did a live 2-day, onsite training program followed up by online training with our entire Business Development staff and the Vice Presidents of each segments. Our sales staff is spread all over the Midwest and Southwest. This format allowed us to only have to bring everyone together one time."

### **What is it like to work with SRG?**

"It's been a very positive experience. The primary reasons I say that is because of their **flexibility and ability to relate to our audience**. Our people really responded well to our facilitator, Marlaina."

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

"I wasn't really surprised. They delivered what they said they would. You always hope that's what will happen, but unfortunately, that's not always the case. Since we didn't have any prior experience with SRG, we relied on their references' very positive feedback."

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

"SRG delivers training solutions that help sales organizations improve selling skills. This provides sales teams with the skills and confidence to increase overall sales."

### **About A'viands**

We are an employee owned company making waves across the food service management sector, helping our clients exceed the expectations of their customers. Recently we have also been named as one of the Top 50 fastest-growing privately held companies in Minnesota according to the Minneapolis-St. Paul Business Journal. A'viands has also ranked amongst the Top 25 Food Service Management Companies in the nation according to Foodservice Management Magazine.

### **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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