

SRG Client Success Profile

Sales Management Training



Sales Readiness Group

Jim Greenway
Executive Vice President
Marketing & Sales Effectiveness

**LEE HECHT
HARRISON**

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

LHH was looking for a way to create “stickiness” with our training. In the past, our sales training was typically in a live-event format. Unfortunately, most of what was taught was lost, and the messaging was inconsistent. People were not able to demonstrate an improvement in sales skills. SRG’s blended learning solutions (onsite, live online, and on-demand) were most appealing.

Why did you choose SRG vs. other options?

We were looking for non-traditional sales training and in particular, live virtual training – since we have a highly mobile, distributed sales organization. SRG’s sales leadership assessment and coaching programs, virtual instructor-led workshops, and ability to create customized on-demand sales training modules led us to choose them over other providers.

What’s it like to work with SRG?

SRG is very easy to work with – flexible and open to suggestion. SRG can help analyze your needs and then customize solutions that fit your culture. **Their expertise in Virtual Instructor Led Training (VILT) resulted in a very realistic classroom setting and kept people engaged from start to finish.** The On-Demand sessions have also been fully embraced by our sales organization – we have 100% participation and a very positive buzz about the extreme helpfulness of the program.

About Lee Hecht Harrison

Lee Hecht Harrison (www.lhh.com) is the global talent development leader. We connect people to jobs through innovative career transition services and help individuals improve performance through career and leadership development. LHH assists organizations in supporting restructuring efforts, developing leaders at all levels, engaging and retaining critical talent, and maintaining productivity through change – helping organizations increase profitability by maximizing their return on investment in developing people, while assisting individuals to achieve their full potential.

Sales Readiness Group

Sales Readiness Group’s (SRG) works with sales organization to produce sustainable skills improvement through our industry leading **Customized Sales Training, Sales Management, 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@saledreadinessgroup.com

1-800-490-0715