

SRG Client Success Profile

Sales Training



Sales Readiness Group

Torey Johnson Sales Training & Development



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

We wanted to implement a more robust training program that would provide our sales team with a common sales framework and language. Given the diverse range of backgrounds and experience, we needed to address skill gaps and successfully integrate everyone to the Renaissance Learning sales methodology.

Why did you choose SRG over other options?

SRG matched our belief and approach towards customers and customer service in that SRG is consultative and customer centric. What makes SRG stand out is their great sales training content and their ability to customize it to our specific business needs.

How has the training been received by your sales organization?

All the training evaluations came back very positive with many comments pointing out that the training had been customized to “fit what we do.” The assessments have also provided insight into strengths and areas for additional focus. The program definitely provided the sales team with the opportunity to practice and improve selling skills.

Now that you've worked with SRG, can you summarize the experience?

The SRG team is very knowledgeable and experts in their field. They are highly responsive and focus discussions on how to best address our priorities. **SRG has proven to be an experienced partner for consulting on areas such as how to align the selling skills methodology with our sales process, and methods to provide skills reinforcement.**

About Renaissance Learning

Renaissance Learning is a leading provider of technology-based school improvement and student assessment programs for K12 schools. Renaissance Learning's tools provide daily formative assessment and periodic progress-monitoring technology to enhance core curriculum, support differentiated instruction, and personalize practice in reading, writing and math. Renaissance Learning products help educators make the practice component of their existing curriculum more effective by providing tools to personalize practice and easily manage the daily activities for students of all levels. As a result, teachers using Renaissance Learning products accelerate learning, get more satisfaction from teaching, and help students achieve higher test scores on state and national tests.

Sales Readiness Group

Sales Readiness Group (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:

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