

SRG Client Success Profile

Sales Management Training



Sales Readiness Group

Will Sheets Dealer Development Manager



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

We have new sales people being added at dealerships on a regular basis. It has been difficult to train new hires both in terms of getting them in a classroom at one time, and the expense involved. SRG's live online training sessions allowed us to gather easily on the same day without travel and provided a highly effective sales training experience.

Why did you choose SRG over other options?

We had previously worked with an in-person training company that conducted 3-day seminars. Unfortunately they were not well attended. SRG put together a pilot program for testing and it received excellent feedback with both seasoned and new sales people. Once SRG's Comprehensive Selling Skills program was up and running through online classrooms, we have quadrupled our attendance.

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

All of the SRG people, from management to facilitators, have been easy to work with, very resourceful and accommodating. The online training has allowed us to provide training to more sales people without a lot of pain and expense – a definite goal that is being satisfied. **The people who have gone through the training program consistently provide excellent feedback and are putting the tools to work on a daily basis.**

About Valmont Industries

Valmont is a global leader in designing and manufacturing poles, towers and structures for lighting and traffic, wireless communication and utility markets, industrial access systems, highway safety barriers and a provider of protective coating services. Valmont also leads the world in mechanized irrigation equipment for agriculture, enhancing food production while conserving and protecting natural water resources. In addition, Valmont produces a wide variety of tubing for commercial and industrial applications.

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:

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