

# SRG Client Success Profile

## Sales & Sales Management Training



Sales Readiness Group

**Jeff Reece**  
Vice President of Sales



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

"Recognizing the varying degrees of expertise we have in our sales team, we started to look at options of how to deliver a more consistent experience throughout our organization. Our first step was to train our branch managers and then trickle down the training through our sales team."

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

"First of all, we liked the product that they had, and, second, they were convenient – they are located in Seattle and we are Washington-based. Equally as important, we liked the people we had the opportunity to work with. Our experience has been that when you like the people you work with, you develop a higher level of trust and that leads to good results."

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

"A pleasant surprise for me is how they wrapped our standard training package in a way that made it feel like a customized program. They do a nice job of word smithing and with the fit and finish of the training to make it feel like it was customized for Burkhart Dental. This is so critically important to us because we didn't want team to feel like this training is a "fad" or a "book of the month club." **They incorporated important pieces from our culture into our training so the training complements and reinforces our culture, in addition to teaching new skills."**

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

"What I appreciate about SRG is that they challenge the norm with how they use their specific niche with technology and online training. Their system allows for us to use a hybrid program to train our team with both in-person training and then online training for reinforcement. It is easy to look at them only as an online resource, but their flexibility with delivery options has been a real benefit for us."

### ***About Burkhart Dental***

We are an independent, family-owned dental supply company. We have a history of being customer-service oriented. Providing a high level of service and value to our customers is a high priority for us. We have a full-service dealer relationship with our dentists providing them with technical services, equipment, and consumable supplies as well as value-add services like consulting, continuing education, and repair.

### ***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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