

SRG Client Success Profile

Online Sales Training & Certification



Sales Readiness Group

Darryl Rawlings | CEO



Why did you choose SRG vs. other options?

“We have about 70 home-based sales people across North America so we looked at several training organizations - some were specific to our industry and some were broader, like SRG. SRG had a way of pulling together what we needed quickly and we thought their content and approach made sense. And from a financial stand point, we thought they offered a lot of bang for the buck.”

What kind of training did you do with SRG?

“Our training included five online, self-paced training modules; each with a certification exam to make sure our team absorbed the information. **The modules included an audio and visual presentation. The audio was a lot like listening to play-by-play combined with color commentary in a sportscast.**”

What's it like to work with SRG?

“They're good and organized. They put together a timetable and deliverables and met them. Along the way, they identified a few technical challenges, but they corrected them before we noticed them. We would recommend SRG and use them again ourselves. ”

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

“I thought their value was good coming out of the gate, but in an apples-to-apples comparison, they made apple pie compared to other people's apples. I was impressed with the fresh perspective of insights and ideas they provided. Most importantly, we have received positive feedback from our sales team and know that they value the program.”

About Trupanion

Trupanion is a leading provider of pet insurance for cats and dogs in the North America. Trupanion provides simple pet insurance plans that cover everything, including accidents, illnesses, medication, and lab work. Trupanion is the right choice for pet insurance, as it provides a personal touch and a hassle-free claims experience that is highly valued by pet owners and veterinarians alike.

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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