

# SRG Client Success Profile

## Customized Sales Training



Sales Readiness Group

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### *What was the impetus for your sales training initiative?*

As part of our growth strategy, we wanted to improve selling skills and competencies across our sales organizations. This included the training and development of our sales teams to support a solutions oriented sales model, and increasing the effectiveness of our sales managers in the areas of coaching, performance management, and sales leadership.

### *What were your specific objectives for your training program?*

Our goal was to develop a consistent sales language and methodology across the sales organization. To support this goal, we wanted to improve the capabilities of our sales teams, and the effectiveness of our sales managers through a world class training and development program.

### *What were the key drivers that led you to select the SRG selling skills and management curriculum as the basis for your training program at Follett?*

We selected SRG based on the strength of their training programs and customization capabilities. This included the expertise to understand our business, customize the training to meet our specific needs, provide expert facilitation, and create eLearning to support ongoing reinforcement and program sustainability.

### *How would you describe your experience working with SRG during the customization phase?*

The SRG team did a great job learning our business, understanding our objectives, and helping us address our challenges. This included conducting extensive interviews with key stakeholders and engaging our sales leadership to ensure their sponsorship.

### *Can you discuss the business impact of working with SRG?*

We now have a common sales language and methodology in our sales organization that is supported by customized training, tools, and implementation resources. This has increased our effectiveness in how we engage with customers, and how we coach and develop our sales talent.

### *About Follett*

Follett is the largest provider of educational materials and technology solutions to PreK-12 libraries, classrooms, learning centers and school districts in the United States, and a major supplier to educational institutions worldwide. Follett distributes books, reference materials, digital resources, ebooks and audiovisual materials, as well as pre-owned textbooks. Follett also is one of the leading providers of integrated educational technology for the management of physical and digital assets, the tracking, storing and analyzing of academic data, and digital learning environment tools for the classroom focusing on student achievement. To learn more, please visit [FollettLearning.com](http://FollettLearning.com)

### *Sales Readiness Group*

Sales Readiness Group's (SRG) works with sales organizations to improve sales performance through our industry leading **Comprehensive Selling Skills**, **Value-Driven Negotiating**, **High Impact Sales Coaching**, and **Comprehensive Sales Management** programs.

#### **Comprehensive Selling Skills**

Sales professionals learn apply the appropriate selling skills and techniques at each stage of the sales process to close more business.

#### **Value-Driven Negotiating**

Sales professionals learn to successfully present the value of their solution as the basis for collaborative negotiations.

#### **High Impact Sales Coaching**

High Impact Sales Coaching provides sales managers with the skills, knowledge and tools they need to become more effective coaches for their sales teams.

#### **Sales Management Training**

Sales managers learn key skills and techniques to improve the effectiveness of their sales team sales including managing sales performance, sales coaching, recruitment/selection, and sales leadership.

**To learn more, please contact us:**

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