

SRG Client Success Profile

Sales Training & Coaching



Sales Readiness Group

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

We wanted to transform our client relationship team into a more proactive sales team. This included helping them develop better selling skills and empowering them with tools they could use to drive better sales results. We also wanted to provide our sales managers with sales coaching skills, so they could reinforce the newly learned skills with their sales teams.

Why did you choose SRG vs. other options?

We liked SRG's comprehensive approach to sales training which included pre-training consultation, customization, onsite delivery, and live online reinforcement.

SRG helped us assess skill gaps, and then mapped their training solutions to address our specific needs. The training focused on the application and adoption of the skills through a series of reinforcement sessions including the use of tools and job aids to empower our sales team.

What's it like to work with SRG?

It was a very collaborative and everything took place on schedule. The SRG team was highly skilled and experienced, and their facilitators were knowledgeable and engaging.

SRG took the time to really understand our business and to customize the program based on our goals. They walked us through each step of the process to ensure we understood what we were getting and why it was important. They were also committed to exceeding our expectations and continued to offer guidance on how to reinforce the skills with our sales team.

About FedBid

FedBid, Inc. is a privately held company based in Vienna, Virginia that operates a fully managed online marketplace designed to optimize how federal, state and local governments, and educational institutions purchase simple goods and services such as IT products, office supplies and lab equipment, through a reverse auction-based platform. To learn more, please visit www.fedbid.com

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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