

# SRG Client Success Profile

## Sales Management Training

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

Our number one goal is to drive results through improved sales and profitability. As part of this goal, we recognized the importance of developing our sales leaders and training them to better coach, manage, and lead their sales teams. We selected SRG because their High-Impact Sales Manager program best addressed the skills we were interested in developing.

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

We liked SRG's approach to sales training, and the fact that it was a full program as opposed to a one-time training event without any sort of follow-up. SRG's approach included pre-training consultation, customization, on-site training workshops, and post-training reinforcement sessions. The program was spaced out over several months which allowed our managers to apply the specific skills and techniques they learned following each workshop.

### *What's it like to work with SRG?*

SRG did an exceptional job of interviewing our key stakeholders to understand our business. As such, the facilitators were able to establish instant credibility with our sales leaders and lead highly relevant discussions. We also appreciated the highly engaging format of the virtual reinforcement sessions which focused on "real world" application of the sales management skills and techniques they had learned in the training workshops.

### *Bottom line?*

SRG did a great job of preparing and delivering an outstanding program that provided our sales leaders the skills and techniques to proactively manage our sales team. Everyone felt the training was valuable and worth their time.

### *About BMD*

Building Material Distributors, Inc. (BMD) is a wholesale distributor of specialty building materials. BMD supplies quality products to independent lumberyards, regional building material dealers, window and door specialty retailers, hardware retailers and home centers. Employee owned, BMD's mission is to be the premier provider of quality building products, superior services, and creative solutions in the markets we serve. To learn more, please visit [www.bmdusa.com](http://www.bmdusa.com)



Sales Readiness Group

## **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.

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### **Customized Sales Training**

Comprehensive skills-based sales training programs that improve sales force effectiveness.

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### **Sales Management Programs**

Develop key management skills including managing sales performance, sales coaching, recruitment/selection, and sales leadership.

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### **Sales Assessments**

In-depth sales assessments that target key sales skills and behaviors that drive sales success.

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### **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:**

[info@salesreadinessgroup.com](mailto:info@salesreadinessgroup.com)

1-800-490-0715