

# SRG Client Success Profile

## Sales Training & Coaching



Sales Readiness Group

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### ***What goal did you have in mind that led you to seek outside help?***

As part of our growth strategy, we are enhancing how we service auto dealerships through a dedicated field sales team that is supported by a centralized credit team. To assist us with this transition, we decided to engage an experienced training partner to develop, implement, and adopt a consistent sales process and language.

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

As part of our process, we interviewed several leading sales training companies. What stood out about SRG is how helpful and responsive they were in addressing our specific needs. They asked great questions, took the time to understand what we were looking to accomplish, and appreciated the magnitude of the transformation we were going through.

From a training perspective, SRG's Comprehensive Selling Skills program addressed critical skills that aligned with our sales roles and included skill models that could be easily applied in our business. The sales training program included needs assessment, pre-work assignments, instructor-led classroom training, customized role-play exercises, reinforcement sessions, e-learning modules, and skill application tools. Our regional managers were also trained on sales coaching skills and techniques to help ensure field application and adoption by our sales team.

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

We enjoyed working with everyone on the SRG team. This includes their business development team who took the time to understand our needs, the consulting and facilitation team who custom tailored and delivered the training, and the operations staff who made the entire program seamless from a logistics and implementation standpoint.

We were especially impressed with the level of interactivity and engagement in the training workshop. This included incorporating role plays with specific challenges and objections we come across in discussion with our customers. Even our most experienced team members were receptive to the training and excited to apply what they learned in real-world selling situations.

As a result of the training, we're seeing early adoption of the skills in our sales conversations. We have also seen an increase in applications and expanded our dealer relationships. This is a very exciting time for us, and we're excited to continue our partnership with SRG.

### ***About Crescent Bank***

*Crescent Bank specializes in providing auto loans to consumers, and personal and business banking services to the Greater New Orleans Area. Over 27 years of experience, has made Crescent Bank one of the most trusted lenders and banking service providers. Crescent Bank employs more than 450 people and proudly services consumers nationwide. To learn more, please visit [www.cbtno.com](http://www.cbtno.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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