

# SRG Client Success Profile

## Sales & Sales Management Training



Sales Readiness Group

**Jonathan Draves**  
Vice President, Corporate Development



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

Our executive team was impressed with the findings in SRG's report "Five Hallmarks of High-Impact Sales Organizations" and how those priorities aligned with our goal of developing a world-class sales organization. SRG's findings helped us understand the current state of sales management teams across different organizations, identify the most important skills needed by sales managers to perform their jobs, and learn how to optimize our organization's sales management initiatives. Based on these findings, we were able to prioritize our training goals and objectives.

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

We appreciated SRG's skills-based approach to sales organization development, and the alignment between their sales and sales management training offerings. SRG took the time to understand our business, what makes us successful, and also helped us to identify key areas for improvement. As part of our work with SRG, we were able to establish sales productivity metrics as well as best practices to ensure measurable progress.

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

We were blown away by the level of enthusiasm, active participation, and overall commitment demonstrated by our attendees throughout the training sessions. As a result of effectively utilizing the tools and resources provided, our teams have been given the ability to improve upon their sales management, selling, and customer support skills. We were also impressed with SRG's commitment to post-training reinforcement and coaching to ensure the skills learned were adopted by our sales organization. Our sales training initiative was a complete success!

### *About Nesco Resource*

Nesco Resource is one of the leading national staffing and employment agencies offering services in temporary staffing, direct hire, and host of other staffing and recruiting solutions. Through its branch office network, Nesco Resource offers clients and employees services ranging from Temporary Staffing, Permanent Placement, Recruitment Process Outsourcing, Onsite Management Services and more. Nesco Resource is an employment agency with dedicated offices supporting Engineering & IT, Clerical & Light Industrial, and Accounting & Finance specialties. To learn more, please visit [www.nescoresource.com](http://www.nescoresource.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:**

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

1-800-490-0715