

# SRG Client Success Profile

## Sales Training



Sales Readiness Group

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Director of Learning



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

As part of our strategic direction, we identified selling skills training as a priority to support the expanded set of solutions we offer our customers. Given that our internal resources were already stretched thin, we decided that we would highly benefit by engaging with an experienced training partner who could help us develop and implement a skills-based program that was customized to our industry and culture.

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

Given the global nature of our sales team, we needed a program that was highly flexible, and that could be delivered as a blended program that incorporated pre-training consultation, live online learning, onsite training, and ongoing reinforcement. SRG understood this need and customized the program to meet our needs. SRG's sales training curriculum aligned with our needs to transition our sales organization from a product sale to a solution sale. Based on the intake interviews they conducted, SRG created customized examples, exercises, and role plays that captured real-world selling situations across our diverse business units.

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

SRG took the time to understand our needs and to develop a customized sales training program that supported our strategic objective. This was evident from our first encounter with their sales consultants who were all highly responsive and professional. They are also great listeners and took the time to understand our industry, culture, and training objectives.

The SRG facilitation team was highly skilled and did a great job of engaging our sales team. This engagement was evident not only during the onsite training but also throughout the online reinforcement sessions.

Participant feedback from the program was very positive, and the skills learned are fundamentally enhancing the way we interact with customers. We saw an almost immediate increase in the average value per customer order. Most importantly, we are aligned with our leadership and executing on our sales strategy.

### *About Wencor Group*

Wencor Group manufactures, repairs and distributes aircraft parts for operators, repair stations and manufacturers across the globe. To learn more, please visit [www.wencor.com](http://www.wencor.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)

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