

SRG Client Success Profile

Customized Sales Training & Sales Coaching



Sales Readiness Group

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What was the impetus for your sales training initiative?

We have a team of over 1,800 insurance professionals who work with accounts and distributions partners. The goal for this initiative was to provide our insurance professionals with the selling skills to better identify, understand and address the specific needs of our partners and customers.

What were your specific objectives for your training program?

Our goal was to develop an in-house sales training program that reflected our business needs, corporate values, and culture. In particular, it was essential that the program was designed to be delivered and reinforced through our local leaders due to global nature of our business.

What were the key drivers that led you to select the SRG selling skills and coaching curriculum as the basis for your training program at AIG?

We chose SRG materials as the foundation for our training program because of the comprehensive nature of their curriculum and their skills-based approach. The SRG content is flexible and can be applied to a variety of sales situations and sales processes. They also provide very detailed step-by-step facilitator guides which are essential based on our decision to deliver the training through our local leaders.

How would you describe your experience working with SRG?

The SRG team is easy to work with and very responsive. They took the time to understand our business and training priorities, and their customization process was very efficient. They were also committed to making sure we were fully satisfied with the program deliverables.

Can you discuss the business impact of working with SRG?

The program has been very well received and we've been successful at enhancing how our insurance professionals integrate selling skills to better support our partners and customers. Based on our success in the United States, the program is now being implemented by our international operations.

About AIG

American International Group, Inc. (AIG) is a leading global insurance organization serving customers in more than 100 countries and jurisdictions. AIG companies serve commercial, institutional, and individual customers through one of the most extensive worldwide property-casualty networks of any insurer. To learn more, please visit www.aig.com

Sales Readiness Group

Sales Readiness Group's (SRG) works with sales organizations to improve sales performance through our industry leading ***Comprehensive Selling Skills, Value-Driven Negotiating, High Impact Sales Coaching, and Comprehensive Sales Management*** programs.

Comprehensive Selling Skills

Sales professionals learn apply the appropriate selling skills and techniques at each stage of the sales process to close more business.

Value-Driven Negotiating

Sales professionals learn to successfully present the value of their solution as the basis for collaborative negotiations.

High Impact Sales Coaching

High Impact Sales Coaching provides sales managers with the skills, knowledge and tools they need to become more effective coaches for their sales teams.

Sales Management Training

Sales managers learn key skills and techniques to improve the effectiveness of their sales team sales including managing sales performance, sales coaching, recruitment/selection, and sales leadership.

To learn more, please contact us:

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