

SRG Client Success Profile

Sales Training & Coaching



Sales Readiness Group

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

Our goal was to increase the performance of our sales organization. As follow-up to our investment in sales training, we recognized the need to develop our sales management team. Most of our sales managers were promoted from sales positions, and we wanted to help them fully transition into their new role and responsibilities by providing them with the knowledge, skills, and tools they needed to manage, coach, and lead their teams. We selected SRG, because their High-Impact Sales Manager program was a perfect fit for the skills we were interested in developing.

Why did you choose SRG vs. other options?

We appreciated the quality and comprehensive approach of SRG's sales management training programs. It included pre-training consultation, customization, onsite delivery, and live online reinforcement. As part of the pre-training consultation, SRG conducted a sales management skills assessment, and then mapped their training solutions to address our specific needs. The onsite training focused on the development and application of key skills, and then continued with a series of reinforcement sessions focused on best practices and the adoption of the skills through the use of tools and job aids to empower our sales managers.

What's it like to work with SRG?

SRG is very responsive and accommodating. We were able to preview the flow and quality of their program before making a final decision which provided us with a great deal of confidence in the SRG approach to training. SRG exceeded our expectations and was extremely responsive to our needs. Our VP of Sales was thrilled with the program facilitator who kept the group engaged the entire time. Finally, all our managers are using the program tools in team meetings and their one-on-ones; and they all have said how easy it is to apply the skills they learned.

About Metagenics

Metagenics was founded in 1983 on a brave new scientific concept: how the right nutrition could help people realize their best health possible by influencing what makes them unique—their genes. Back then we called it "genetic potential through nutrition." It also makes us unique—it's been our mission and a key differentiator ever since. Today, this ever-growing and respected field of science is known as nutrigenomics. And it's been practiced for nearly 30 years by forward-thinking providers who utilize our industry-leading products and programs to help people live healthier, happier lives.

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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