



Sales Readiness Group



LIVE VIRTUAL CLASSROOM

Comprehensive Sales Management

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COMPREHENSIVE SALES MANAGEMENT

SRG's Comprehensive Sales Management is a four part sales management development program that provides frontline sales managers with the skills, knowledge and tools they need to achieve great sales results from their sales teams. This in-depth program consists of four sales management workshops: *Sales Coaching*, *Managing Sales Performance*, *Recruiting & Selecting STARS*, and *Sales Leadership*.

Sales Coaching

Summary

Just like great athletes, sales professionals need consistent and targeted coaching to help them improve sales performance. **Sales Coaching** equips sales managers with the skills, knowledge and tools they need to become more effective coaches to their sales professionals.

What You Will Learn

- ▶ Developing a coaching plan
- ▶ Allocating coaching time
- ▶ Observing the sales call
- ▶ Conducting a coaching conference
- ▶ Counseling underperformers for improved performance

Length: Two hours

Managing Sales Performance

Managing Sales Performance helps sales managers manage performance, accelerate sales growth and minimize turnover. This program provides sales managers with the skills and tools they need to establish performance expectations, identify gains and gaps in performance, and identify specific actions to improve performance. Using the performance management system taught in this program, sales managers will achieve better results from their teams.

What You Will Learn

- ▶ Developing a sales performance system
- ▶ Assessing your team
- ▶ Monitoring performance indicators for gains/gaps
- ▶ Determining causes of performance gaps
- ▶ Taking sales management action

Length: Two hours



Recruiting & Selecting STARS

Summary

Consistently hiring star sales professionals is critical to the success of any sales organization. **Recruiting and Selecting STARS** provides sales managers with a systematic selection process to recruit, screen, and interview high performance sales professionals. This program will help sales managers implement a system that will result in hiring more high-potential, star sales professionals and reduce turnover.

What You Will Learn

- ▶ Developing a systematic hiring process
- ▶ Using the STAR profile to define skills, behaviors and competencies of winning sales professionals
- ▶ Screening-in the best candidates
- ▶ Conducting effective interviews using STAR questions

Length: Two hours

Sales Leadership

Summary

Great sales leaders are managers who are able to successfully motivate and lead their teams to achieve the best sales performance possible. In **Sales Leadership**, sales managers learn and practice four critical sales leadership abilities that will bring about positive changes in their team's performance and results. These positive changes in performance and results are the bottom-line, tangible benefits of effective sales leadership.

What You Will Learn

- ▶ Creating a sales vision
- ▶ Influencing the sales team
- ▶ Enhancing decision making skills
- ▶ Improving personal leadership abilities

Length: Two hours



Customize Your Own Curriculum

SRG's Live Virtual Classroom programs can be taken individually, as a series or "mix and matched" based on your sales team's development needs. In addition, SRG can personalize a program for your sales organization with customized cases, examples and scenarios to better address your organization's unique sales challenges and make the training more relevant to program participants.

Delivery and Licensing Options

All training programs can either be delivered using our facilitators or licensed. The licensing option allows companies to customize, repurpose and deliver the content using their own facilitators.

Reinforcement

In addition to reinforcement tools, exercises, and field work and exercises, SRG offers optional reinforcement sessions with live facilitators. Reinforcement sessions typically take place approximately 30 days following the completion of a training program and are structured as team coaching sessions.



LIVE VIRTUAL CLASSROOM



SRG's Live Virtual Classroom programs offer fast, effective and flexible skills based sales training and sales leadership development solutions for sales organizations looking to maximize their training budgets. Utilizing live facilitators in a state-of-the-art virtual classroom training platform, our Live Virtual Classroom sales training and leadership development programs are perfect for distributed sales teams or teams who need to minimize time out of the field.

Our online training features highly engaging facilitators, limited class sizes and innovative instructional design. Programs are based on SRG's award winning curriculum and include participant's workbooks, sales tools and planners.

In SRG's virtual classroom, participants can ask questions, conduct role plays and interact with the facilitators and other participants. In addition, participants have replay access to all training after the workshop has been completed.

Benefits of Live Virtual Classroom

- ▶ No travel expense
- ▶ Minimize time out of the field
- ▶ Highly relevant personalized training
- ▶ Great for distributed teams
- ▶ Flexible scheduling and replay access for reinforcement

Program Components

- ▶ Live facilitator during all sessions
- ▶ Participant workbooks
- ▶ State-of-the-art instructional design to encourage engagement and participation
- ▶ Scenario-based learning
- ▶ Sales tools and planners to use in the field and as reinforcement



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