



Sales Readiness Group

Improving Sales Performance **Virtually**



# Live Virtual Classroom: Sales Training Programs



# SRG's Live Virtual Classroom

**SRG's Live Virtual Classroom** programs offer effective, affordable and convenient online skills based sales and sales management training for companies looking to improve their sales performance. Utilizing live facilitators in a state-of-the-art virtual classroom training platform, our *Live Virtual Classroom* programs are perfect for distributed sales teams or teams who need to minimize time out of the field and maximize their sales training budgets.

**Live Virtual Classroom** training programs feature highly engaging facilitators, limited class sizes and innovative instructional design. All training programs are based on SRG's award winning curriculum and include participant workbooks, field work, sales tools and planners.

## Better Retention and Application

Traditional "event based" sales training – i.e., multi-day out of the field training events in which participants are overwhelmed with information – typically result in poor retention and low real world skills application.

SRG's Live Virtual Classroom programs result in better retention and skills application by utilizing a different approach: continual learning. Training programs are broken into weekly 2-hour live virtual sessions. In-between sessions, participants apply the skills they have learned in the field. Over the course of several weeks, participants learn, practice and apply new sales skills, get coaching and reinforcement from the facilitator and share best practices with their peers.



## Benefits of Live Virtual Classroom

- ▶ Affordable - no travel expense
- ▶ Minimize time out of the field
- ▶ Effective learning and better retention
- ▶ Great for distributed teams
- ▶ Flexible scheduling

## Program Components

- ▶ Live facilitator during all sessions
- ▶ Engaging instructional design encourages participation
- ▶ Roles plays and exercises
- ▶ Sales tools and planners to use in the field and as reinforcement

## Live Virtual Classroom Workshops

Workshop	Length
<b>Sales Training</b>	
Customer-Focused Selling	Five, 2-hour sessions
Prospecting for New Business	Two, 2-hour sessions
Managing the Territory	One, 2-hour session
<b>Sales Leadership Development</b>	
Managing Sales Performance	One, 2-hour session
Sales Coaching	One, 2-hour session
Recruiting & Hiring STARS	One, 2-hour session
Sales Leadership	One, 2-hour session

## Personalized Curriculum

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.

To speak with one of our virtual sales training consultants, please call 1-800-490-0715 or email [info@salesreadinessgroup.com](mailto:info@salesreadinessgroup.com).



Sales Readiness Group delivers solutions that improve sales performance, develop sales leaders who inspire and drive great results, and build more effective sales organizations. Our solutions are tailored to our clients' exact requirements, culture and challenges.

Contact us today for more information, or to discuss how we can help improve sales performance.

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