

SRG Client Success Profile

Sales Management Training



Sales Readiness Group

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

"Catalina Marketing was moving into the digital space pretty aggressively. We knew that as we transitioned to a consumer centric loyalty engine with multiple consumer touch points we would have training needs that far outpaced deliveries we had used previously. We determined that we needed a training partner that could meet our quality standards and help us move beyond traditional classroom training. I selected SRG based on my industry research and their success delivering training via live virtual classrooms."

Why did you choose SRG vs. other options?

"There are a lot of companies out there who will sell you off-the-shelf sales training and SRG wasn't like that. We have used off-the-shelf sales training in the past and the facilitators don't have a clue about what we do. As a result, the training isn't relevant to our team and training fails to meet our objectives. What I liked about SRG was their ability and willingness to work with us and customize the training to meet our objectives."

What's it like to work with SRG?

"I really appreciated SRG's patience and willingness to work with us to develop a customized training program. It wasn't just in terms of the curriculum they developed, but also in the willingness of the facilitator to spend the time necessary to learn our business and terminology."

"The instructor we used was excellent! She was a professional facilitator who had the ability to engage the audience and keep them engaged so they were getting the most value out of the training."

"SRG was very willing to incorporate our sales process into the training based on the unique nature of our solutions and how they are sold. Even when it came to standard techniques, they were willing to provide examples and case studies that were specific to our company and industry."

About Catalina

Catalina is committed to helping manufacturer and retail brands deliver unprecedented performance. With proprietary and integrated in-and out-of-store marketing platforms, Catalina enables brand stewards to deliver the right message to the right audience in the right environment. Catalina leverages the world's largest, transaction-level, shopper-data warehouse to develop, deliver, and measure shopper and patient-driven engagements with approximately 90M households and 130M patients annually. Media distribution channels include 50,000 food, drug and mass locations worldwide, including 18,000 US pharmacies. Catalina is based in St. Petersburg, Florida, with operations in the US, Europe and Japan. To learn more, please visit www.CatalinaMarketing.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:

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