

# ••• Sales Training Solutions

Better Skills,  
Better Results

## Improving sales teams' performance through skills-based training for sustainable behavior change

Despite making significant investments in training, few companies consider their sales training programs as effective at improving sales performance. But if you want to stay on top of your competition, it's important to invest in your key assets.

As a leading workforce transformation partner, GP Strategies® has partnered with Sales Readiness Group (SRG) to help improve sales teams' performance by providing sales skills training, sales coaching, sales management programs, and custom sales training solutions.



Sales Readiness Group

### When you work with us, you get:

- The combination of GP Strategies' modern, innovative learning expertise and SRG's sales experience
- An entire behavioral-change system that's designed to turn skills into results-producing habits
- Great sales people turned into great sales leaders, making sure they can transfer, coach to, and reinforce successful sales behaviors
- Custom learning experiences that achieve skill adoption and sustainment to drive growth and ROI
- Learning experiences that apply sales skills through the lens of emotional and generational intelligence



# Our Process:



## Manage Engagement

We consult with your senior sales leaders to learn about your business, industry, competitive landscape, sales challenges, and success metrics. We use these insights to obtain executive buy-in, get sales managers involved, and develop a training program that focuses on the right skills to help you achieve your goals.

## Customization

Each sales organization is unique, with its own culture, processes, and sets of abilities and challenges. Our training programs are customized for your organization with personalized case studies, examples, and exercises to better address your unique sales challenges and to enhance real-world application of skills.

## Experiential Training

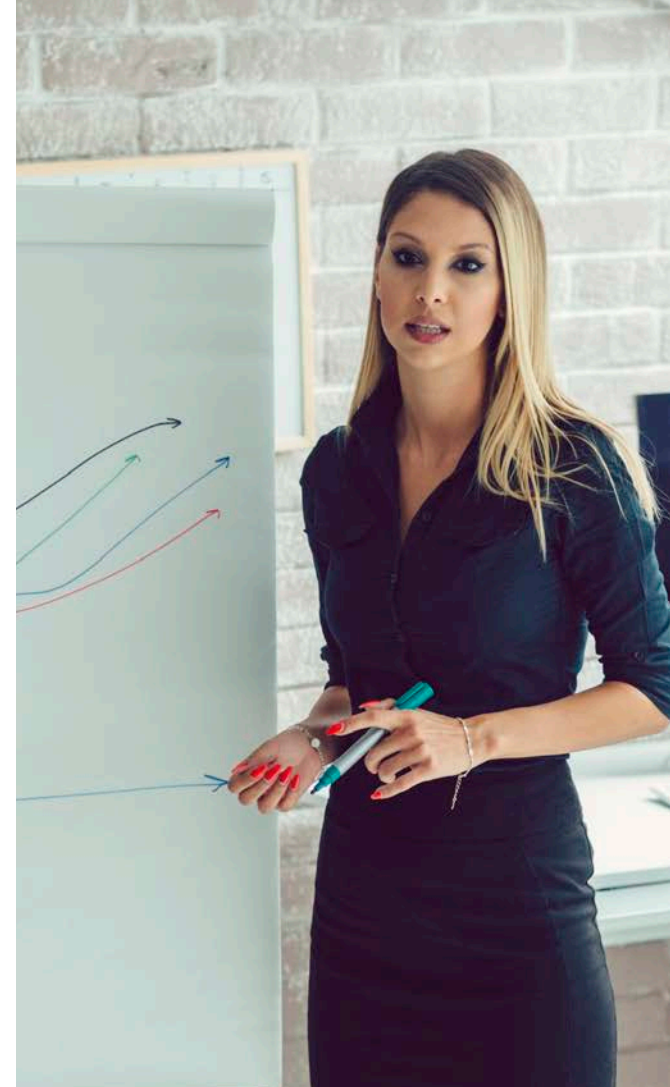
Our highly experienced facilitators utilize a learn-by-doing approach that best supports behavior change. Participants have ample opportunities to practice new skills, using realistic role-plays and exercises, while receiving real-time coaching and feedback.

## Reinforcement

Research shows that without ongoing reinforcement, participants quickly forget what they've learned and revert back to their original behaviors. Our sales training programs include post-training reinforcement sessions, job aids, and tools to ensure that newly learned skills become habits.

## Measurement

All our programs include post-training assessments to measure participant satisfaction and the results of the training. During an initial consultation, we work with you to identify key performance indicators that you expect as a result of the training. Then, we focus on determining which behaviors the training is expected to influence, and what impact these behaviors will have on your sales results.



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••• For more information about how **GP Strategies' Sales Skills and Sales Management Solutions** can help your organization boost its sales performance, please visit [www.gpstrategies.com](http://www.gpstrategies.com).