

DIVERSE SUPPLIER SPOTLIGHT:

J. Taibi Group, LLC

BY COLIN HEFFINGER

» Sales isn't just an activity. Sales is a profession that is both rewarding and challenging while demanding specific skills, training, and a systematic approach just like medicine, law and engineering. However, most salespeople don't acquire training for the requisite skills needed to ensure success. J. Taibi Group, LLC, a local extension of Sandler Training, offers customized consulting, sales training, and coaching to provide business owners and sales professionals the critical skills to successfully increase sales generation and revenue growth.

Prior to starting J. Taibi Group, LLC, Judy Taibi built her 25-year career as a professional sales executive and sales manager. After conducting extensive research on various business opportunities, Taibi decided to stick with what she loved – selling and developing sales professionals and managers. Choosing to join Sandler Training allowed Taibi to be part of a leading global sales and sales management organization with over 250 practices like hers. This provided her the opportunity to share best practices and ideas with colleagues to benefit her clients.

"Our sales, sales management and leadership training are not just an intellectual experience," Taibi described. "Sandler excels at practical knowledge transfer with high energy classroom training, problem solving workshops, award winning interactive media material and individual coaching."



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"We partner with our clients to assure they go from knowing to owning to successfully implementing our training to drive sales more effectively, efficiently and consistently," she continued. "Sandler Training is for today's real world and the results hit the bottom line."

Taibi illuminated why she chose Delaware for starting her business. "I lived in Delaware for over 15 years before starting my company," she explained. "I saw opportunity in the state for economic growth and business expansion. Delaware is accessible to major cities on the East Coast while offering an enjoyable lifestyle and a sense of community. I wanted to deliver an impactful resource for local businesses to become more successful in client acquisition as well as being part of strengthening the local business community."

Like many businesses, Taibi had to quickly shift to delivering services (training and coaching) virtually during the COVID-19 pandemic. Fortunately, technology, social media, and digital prospecting were already in place to facilitate the transition. "My amazing

group of colleagues and our parent company quickly helped innovate and organize efforts to adjust and pivot, thereby allowing our clients to not only survive but thrive during the pandemic," said Taibi.

"I've always believed that if you want to go far, go together," Judy reflected. "As the economy reopens, I am excited about strong business growth and opportunities to help companies upskill and reskill their employees. Employees are keenly aware that selling and managing in today's environment demands new proficiencies. Firms that invest in their people now will find staff more engaged, enthusiastic, productive, and less likely to jump ship as job growth increases. If we only learned one thing from the past year, it's that our country is resourceful and resilient. Together as one nation, we can overcome any challenges."



Colin Heffinger is a communications professional and freelance writer.