

Client: Leading Consumer Packaged Goods (CPG) Company

Challenge: Integration and Transformation of the Sales and Marketing Organization

A CPG company completed the acquisition of another CPG company. The merged companies required the design of a new Customer Development (Sales) Organization, with the supporting infrastructure, to go live with customers within a period of two months. Critical to the success of the integration was consideration for appropriate cultural and skill development.

As a result, Optimé was retained to lead the integration, transformation and launch of the new Organization. The integration included:

- Development of the objectives, goals, strategies and measures
- The structural design of the new sales organization which included the move to Customer Teams
- The Human Capital decisions that related to integrating two very different company cultures
- The establishment of processes, policies and approaches
- The design and delivery of all product education
- The communication plan both internally and externally with customers and suppliers
- The liaison to other departments
- The design and delivery of job offer meetings, regional meetings and the National Launch meetings.

The Results

The newly formed merged entity has since achieved the highest percentage revenue increase vs. all other global subsidiaries.

The Senior Vice President of Sales said, *“Optimé provided us with professional consulting services that set them apart from other companies. The hands-on approach was creative, thoughtful and thorough. Their knowledge of the industry and the customers helped us to take the sales organization above and beyond where we have ever been – the theme of “Creating Possibilities” resonates through the organization as the new mantra for our cultural change. Optimé allowed us to set a new standard for outstanding business results.”*

“The value you brought to the integration and launch of the Sales and Marketing Organization will surely enable us to achieve fantastic success.”

“It has been my personal pleasure to work with each of you throughout this period – your insights, commitment, supreme calmness during stress, organizational ability and downright niceness is to be commended.”