

**Client:** **Leading North American Telephone Directories Company**

**Challenge:** **Sales Leadership & Coaching Development**

Optimé was retained to provide a fully integrated Leadership and Coaching program for Sales Managers. This program was required to provide the foundational skills and processes as well as practical in field execution at a professional sales coaching level.

## The Results

### Participant Ratings

Overall Average Course Rating of 4.6 out of 5.0 (92%), based on the following key measurement areas:

- Content
- Learning outcomes
- Delivery
- Overall assessment

### Course Examinations

Overall Average Score of 81%, measures transfer of learning, understanding and application.

### Self Assessment Results

Average Assessment result of 82.7% in response to the following statement:

- “It is evident my direct reports are developing professionally as a result of my improved coaching skills and knowledge”
- “Il est évident que mes conseillers se développent sur le plan professionnel par suite de l'amélioration de mes aptitudes et de mes connaissances en coaching”

## Sample Comments by Sales Managers

- “New innovative approach to coaching and leadership”
- “Excellent coaching process – straight forward, sensible, valuable, excellent facilitators”
- “Clearly designed to the needs of our changing environment”
- “Good focus on leadership and coaching that was really needed; good direction and much needed consistency amongst management team”
- “Provided tools and concepts to help my team achieve their goals”
- “Inspirational delivery and content”
- “Pertains to my daily activities and helps me get to my targets and goals”
- “Practical, logical, consistent method”
- “Very relevant, especially with the change we are about to embrace”
- “Well timed to recharge me; built on my current skills; challenged me to continue to develop myself”
- “Stimulated thinking; showed us all how powerful we are as a group”
- “Provided a consistent method that is backed and supported company-wide”
- “A refreshing new look at handling change”
- “Re-energized and motivated me”

## Sales Executive Feedback

“You listened to our situation, identified our needs, adapted and customized the program to those needs. I was particularly impressed with your ability to grasp the issues, empathize with our team, and discern the key issues that could be tackled to make quantum leaps. For example, you recommended focusing first on leadership, then coaching.

*The measurement, follow up and feedback mechanisms implemented by Optimé were the best I have seen. This is critical to changing behavior and ensuring the skills and processes are executed upon. I was very pleased with the end result. The key is how Sales Managers feel - and their feedback has been excellent - along with the change in behavior and follow up. It has really helped them move forward.”*