

**Client:** North American Telecommunications Leader

**Challenge:** Solution Selling To Major Accounts  
(Customer Centric Selling)

Optimé was retained by a North American Telecommunications Leader to conduct sales training on selling the “executive suite”. This consisted of selling to the CEO, CFO, CIO, and COO of major customers. Optimé was chosen to pilot this effort with the Global Solutions team. This training focused on deep customer understanding using Optimé’s Blueprinting and Customer Optimization System.

## **The Results**

The pilot team achieved the highest results with key customers within the Corporation. A score of 29/30 was attained against several key customer measurements, leading to a truly customer centric, solution oriented sales organization.

The Vice President of Strategic Accounts stated, “thanks to Optimé we formulated an approach with customers based on the principles they taught us and we succeeded. Incidentally, two members of my team had only 4 months sales experience”.