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**CHAMPIONSHIP SELLING:
A Blueprint for Winning with Today's Customer**

– Optimé International's New Book Urges Companies, Individuals to Re-think Sales –

NEW YORK (Oct. 5, 2005) – In a compelling new book, *Championship Selling: A Blueprint for Winning With Today's Customer* (Wiley / September 2005), three of North America's most respected sales leaders spearhead a call-to-action urging companies and salespeople alike to shift their thinking and behavior in response to today's competitive business climate. *Championship Selling* illustrates how a company-wide emphasis on the customer – with empowered sales professionals serving as the orchestrators of company resources – ensures organizations focus on their customers' agendas rather than just their own.

“Businesses today spend a great deal of time and money cutting costs and streamlining processes,” said Tony Enrico, co-author of *Championship Selling*. “But if they're not driving revenue, these efforts are pointless. *Championship Selling* emphasizes that the sales professional must drive an organization's business-building strategies.”

CHAMPIONSHIP SELLING INCREASES SALES

By employing the customer-focused principles and processes illustrated in *Championship Selling*, companies can develop long-term, mutually beneficial relationships with customers – and drive revenue. Companies that have worked with the authors of *Championship Selling* have reported sales increases as high as 30 percent after adopting many of the principles and concepts outlined in the book. Many clients have achieved above average top-line and bottom-line growth within their industries.

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“This book provides a practical, executable blueprint to focus on what the customer is looking for,” said Tom Blake, co-author of *Championship Selling*. “It provides the sales professional with the steps needed to integrate extraordinary passion with great process.”

Championship Selling features numerous examples, as well as self-assessment scorecards, sample action plans, and other practical tools to help readers hone their selling abilities while building customer-focused solutions.

The co-authors of *Championship Selling*, Tom Blake, Tom Hodson and Tony Enrico, are leaders of Optimé International, a Sales Training and Development consultancy focused on developing high-performing sales organizations through Sales Championship™ real-life sales simulations, proven sales development processes and leadership development programs. Optimé’s clients include many Fortune 500 companies, as well as small- to mid-sized businesses committed to maximizing revenues and sales talent potential.

Prior to founding Optimé in 1994, Blake and Hodson enjoyed highly successful careers as sales leaders at Procter & Gamble. They are active consultants and speakers reaching thousands of people annually through keynote addresses and client engagements.

Tony Enrico leads Optimé’s U.S. consulting practice headquartered in Southern California. He previously was with Johnson & Johnson, where his expertise in strategic thinking and developing top-producing sales teams won him numerous awards during his 15-year career.

For more information on Optimé International and the Sales Championship™ experiential training program please visit www.saleschampionship.com. To order a copy of *Championship Selling: A Blueprint for Winning with Today’s Customers*, go to <http://www.amazon.com/championshipselling> .

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