

Sales Championship™ 2

Optimé
International

**Championship Sales
Development System™**

Since 1994, Optimé has helped business leaders address the greatest challenges in their sales organizations. From re-design and reorganization, to integration and transformation to improving sales effectiveness and capability.



Customer General Management™ edition

What:

- Experiential training methodology that immerses participants into an intense sales competition showcasing real behaviors which drive performance.

Objective:

- Participants are challenged to orchestrate their organizational resources to maximize business results for the customer and themselves.

Who:

- Key Account Managers
- Sales Directors
- Strategic Account Managers
- Customer Marketers
- Consumer Marketers

Benefits:

- Business and financial acumen
- Leadership
- Collaboration (internal and with customers)
- Communication
- Synthesize data to meet strategic needs of customers

What happens?

- Participants assume role of either Customer or Account Manager
- Account Managers are part of a 2 person team and a larger 6 person (3 team) company

- Account Manager teams call on one customer during the competition
- Each person is selling a specific category of brands, two other competitive companies also call on the same customer with similar competitive brands in each category
- Competition takes place over 3 distinct “years”, during which the market and the customer evolves
- Each company has extensive resources available to draw upon, such as Logistics, Consumer Market Knowledge, Marketing, Finance and Category Management
- Winners are calculated on total sales and market share
- Teams must strategically manage their spending to deliver maximum impact with both customers and consumers

Summary:

Building on the highly immersive world of the original version of the Sales Championship, this second version focuses on the Customer General Management, moving individuals and organizations to where sales is going today. Sales people must deliver the full value of their organizations to the customer by orchestrating the intrinsic resources of the company. Those that collaborate and strategically align themselves with their customers will win in the future. The Sales Championship demands this of its participants.

We are looking for a few good companies to add to our roster of Blue Chip clients.

To discuss your situation and aspirations with us, please contact us directly toll free at 1-866-759-2053, by email at info@optime.com or visit our website at www.optime.com

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