

# Sales Effectiveness Consulting

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.



Optimé's difference comes from our focus, experience and understanding of the unique complexities inherent to building sales effectiveness and capability. Optimé recognizes that Sales is a process not a function.

## Who We Are

Optimé International is a progressive consultancy focusing on the Sales organization, with a deep understanding and applied knowledge of how to improve sales effectiveness and capability. Optimé is lead by and employs highly successful sales and marketing professionals who through their practical knowledge have developed an understanding of the complex issues facing organizations.

## How We Work

**Highly Collaborative** - The Optimé process starts from where you are to get to where you need to be. Our customers are key participants in the problem solving process, building support and executable solutions.

**Top Management Vision** - The Optimé process recognizes the key role of your leaders from the first through the last step we

take together, ensuring that we are working on the issues and opportunities that are most important to the company and will drive the greatest return on investment.

**Theory vs. Practical Expertise** - Optimé brings in-depth operational experience to every engagement, turning practical knowledge into executable solutions. Leveraging our practical knowledge with a fact-based approach ensures that our recommendations are saturated in evidence and certainty that they can be executed. This delivers confidence to our customers while they make their choices.

**Measurement** - Optimé works with our customers to develop unique key performance indicators based on specific business deliverables.

**Urgency** - Optimé is committed to getting our customers to winning execution as quickly as possible, developing solutions with practicality in mind ensuring key performance indicators are delivered upon.

**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](mailto:info@optime.com) or visit our website at [www.optime.com](http://www.optime.com)

## Optimé Solutions

### Sales Organization Transformation

Optimé's organizational strategy and design solutions assist a company in defining, developing and implementing a redesigned organizational structure and sales operating model to align with business objectives. Optimé's services include articulation of a company's sales strategy, clarification of the management model, identification of strategic levers, implementation of resource allocation and education/change management services to enable a shift to a performance culture.

### Trade Spend Optimization

Optimé's efficiency solutions enable company's to define optimal spending models to achieve topline business objectives while enhancing profitability and return on investment. Our 4E model – Execution/Effectiveness/ Efficiency/Equity develops a holistic long-term view of spending to enhance decision-making capability. Our services include both a macro and a micro analysis of current situation against desired future state, identification of strategic and tactical opportunities as well as education/change management services to enable a shift to an investment culture.

### Integration Planning & Execution

Optimé's integration and execution services efficiently integrate companies or divisions within a company creating higher levels of performance within the new sales organization than either company/division had before the integration. Optimé assists in the design of the sales organization architecture and processes so that the new structure contributes to and reinforces the vision and objectives of the new organization. We understand the choices that leaders will be required to make, evaluating different approaches and the inherent trade-offs that will be made while setting the most effective key performance indicators to evaluate success. This ensures that issues relating to cultural alignment are surfaced and resolved. Optimé provides analytical and problem-solving support on change issues utilizing our intimate understanding of sales

organizations and practical execution models. We continually leverage our experience and benchmarks from other customer engagements to identify areas of high synergy and potential sources of value.

### Retail Coverage

Optimé's retail organization services enable our customers to define an efficient and value added process to deliver optimal coverage of retail customers. Our model quantitatively and qualitatively analyzes multiple permutations to assist in the design of the retail organization architecture and processes. We understand the issues inherent to retail coverage and how to maximize effectiveness, delivering optimal performance and return on investment.

### Customer General Manager™

Optimé has pioneered the concept and execution of Customer General Management™ (CGM) in reaction to the evolution of the business landscape shifting from Customer Business Development to a General Management approach. Customers increasingly are demanding solutions from their vendors versus products. The CGM™ model develops structure, process and behaviors within an organization which facilitates the orchestration of the appropriate company resources to maximize business results for the customer and our customer's company. Developing solutions to multi-faceted customer issues requires a general management approach and the unique ability to match customer strategies with company strategies. Optimé's approach develops the structures within an organization to leverage existing disciplines and processes with customer focused leadership. Optimé's services include articulation of a company's sales strategy, clarification of the business team model, identification of strategic levers, implementation of customer business teams and education/ change management services to enable a shift to a Customer General Management™ culture.

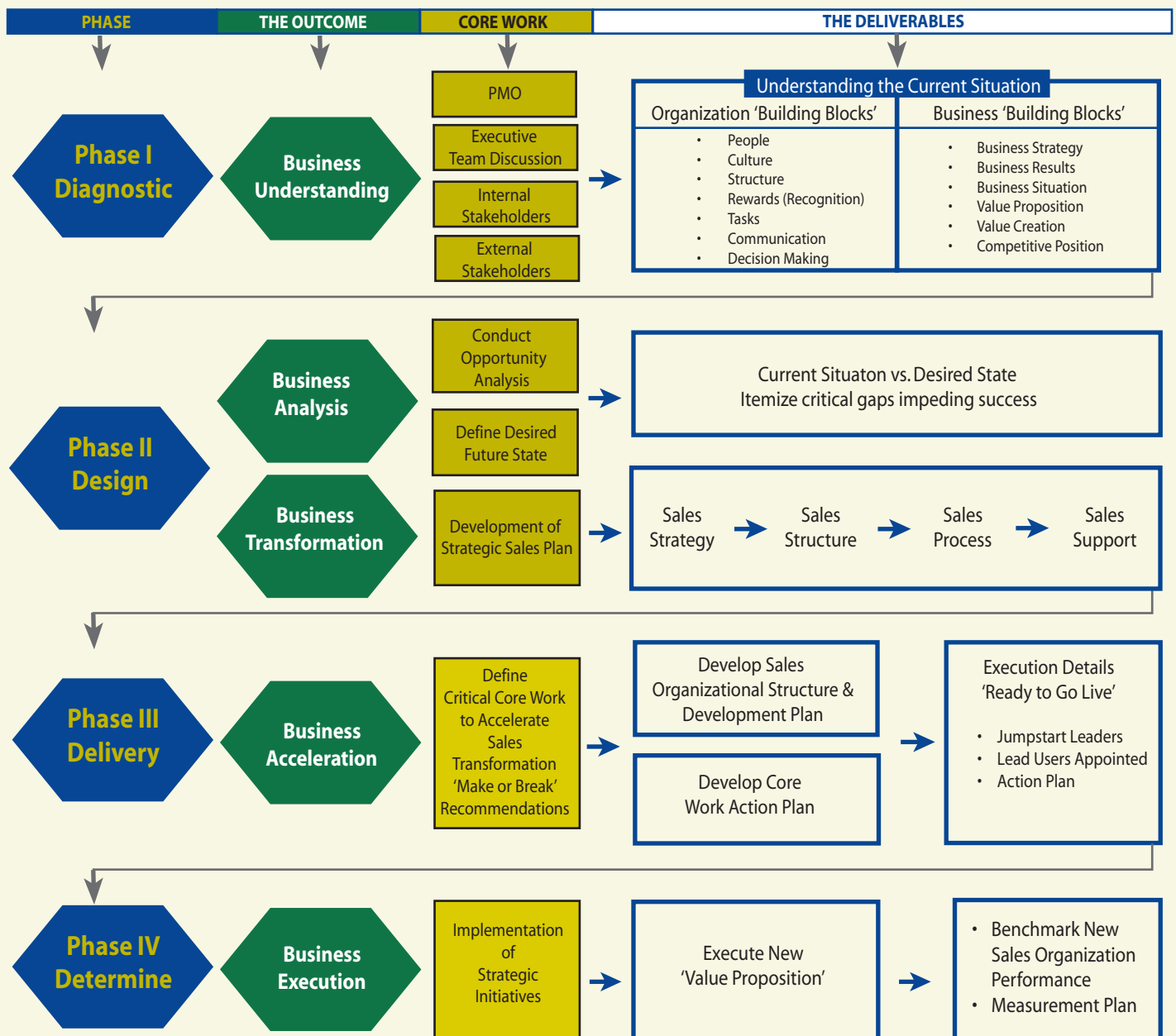
**We are looking for a few good companies to add to our roster of Blue Chip clients.**

To discuss your situation and aspirations with us, please contact us directly toll free at 1-866-759-2053, by email at [info@optimé.com](mailto:info@optimé.com) or visit our website at [www.optimé.com](http://www.optimé.com)

# The Optimé Approach



Optimé utilizes a 4 Phase approach when working toward solutions for client's issues. This ensures the development of a holistic view of the organization and facilitates the development of solutions and recommendations which can be executed. Getting to execution guides the Optimé approach, while quantitatively and qualitatively measuring success. The Optimé 4D (Diagnostic, Design, Delivery and Determine) approach delivers confidence in the solution being recommended.



# Sales Effectiveness Consulting

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.



## Optimé Success Stories (Sample)

Sales Effectiveness Consulting		
Client	Project	Outcome
Major Consumer Packaged Goods Company – Snack/Confectionery	Sales Restructuring and Integration	<ul style="list-style-type: none"> <li>• Full PMO – 12 months</li> <li>• Develop strategy, structure, processes, support for new integrated company</li> <li>• Recommendations on 1 – 3 year strategic plans</li> <li>• Results have substantially exceeded objectives</li> </ul>
Major Consumer Packaged Goods Company - Food	Trade Spend & Promotional Optimization	<ul style="list-style-type: none"> <li>• Full PMO – 6 months</li> <li>• Full diagnostic and analysis of current practices and execution</li> <li>• Development of a full set of recommendations and methodology for increased effectiveness</li> </ul>
Major Consumer Packaged Goods Company – Beverage/Snack	Sales Restructuring and Integration	<ul style="list-style-type: none"> <li>• Full PMO – 8 months</li> <li>• Developed strategy, structure, process and support elements to launch the integration</li> <li>• Full set of recommendations for year 1 post integration</li> <li>• Fastest/highest growth globally</li> </ul>
Durable Goods Manufacturer - Furniture	Sales Transformation	<ul style="list-style-type: none"> <li>• Full PMO – 6 months</li> <li>• Developed strategy, structure, process and support elements to lead the transformation</li> <li>• Full set of recommendations and methodology for implementation.</li> <li>• Development and implementation of training supporting execution</li> </ul>
Financial Services Company – Insurance Services	Business Re-Engineering	<ul style="list-style-type: none"> <li>• Comprehensive diagnostic study</li> <li>• Full set of make or break recommendations</li> <li>• Development of 1 – 3 year strategic business plan</li> </ul>

**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](mailto:info@optime.com) or visit our website at [www.optime.com](http://www.optime.com)