

FCPC

Food & Consumer
Products of Canada

PACC

Produits alimentaires et de
consommation du Canada

885 Don Mills Road, Ste. 301
Toronto, ON M3C 1V9

T: 416 510.8024
F: 416 510.8043
E: info@fcpc.ca
www.fcpc.ca

Sales Championship™ Presented by Food and Consumer Products of Canada a Huge Success!

For immediate release

May 9, 2005

Toronto, Ontario – Food and Consumer Products of Canada (FCPC) presented the industry's First Annual Sales Championship™ at Toronto's Congress Centre on Thursday, April 21. The sold out event was a resounding success. Representatives from 24 member companies came together in a highly immersive and competitive learning process to build sales performance.

FCPC Senior Vice President of Industry Affairs, Elaine Smith said, "Our aim in staging this unique training program was to build selling skills and competencies of our member organizations across the industry, in order to help them meet the increasingly sophisticated needs of their retail customers. The response from participants was extremely positive, with 85% stating they would recommend the program to others, and 80% rating the program better than other sales training programs they have attended in the past."

FCPC recognized the top two performing teams, which featured representatives from S.C. Johnson, Procter & Gamble and Kellogg Canada. The Overall Sales Champion was Shab Jaffer of Procter & Gamble.

Steve Bigford, Chair of the FCPC Industry Affairs Education Committee said "this is clearly one of the best industry events in which I have ever been involved. I want to congratulate all the participants for their tremendous commitment to compete, learn, get rich feedback and improve their individual sales performance – all in the presence of their industry peers".

Tom Blake, CEO of Optimé International said: "when we conceived the Sales Championship™, our intention was to enhance the image of the sales profession, while providing a very competitive and experiential program to drive Championship Selling performance. To see so many top sales professionals compete and grow their skills in the spirit of collaboration and pride that was exemplified during the day was very rewarding and meaningful".

Members of the FCPC Industry Affairs Education Committee include Barb Tordoff, FCPC, Steve Bigford, Vice President, Sales at Pepsi-QTG Canada, Anthony Booth, National Sales Manager – Mass at Effem Inc., Colin Glaysher, Vice President Sales & Marketing at C.B. Powell Inc., Tom Gunter, Vice President, Sales at ConAgra Foods Canada, Rob Mortensen, Director In-Home Business Development at Ocean Spray International and Ralph Younes, Director of Marketing at Unico Inc.

The Sales Championship™ performance development process was designed and launched by exper!ence it inc., one of the world's leading experiential learning consultant firms, and Optimé International, a North American leader in developing high performance sales organizations. For more information, please visit www.saleschampionship.com.

For more information:

Ms. Elaine Smith
Senior Vice President, FCPC
Tel: (416) 510-8024 ext. 2231

Mr. Tom Blake
President & CEO, Optimé International
Tel: (416) 221-5466 ext. 230