



#1 Rated Sales Conference Motivational Presentation

▶ **Championship Selling: A Blueprint for Winning with Today's Customer**

Optimé leaders have co-authored a provocative bestseller entitled *Championship Selling: A Blueprint for Winning with Today's Customer*. The book is spearheading a call to action urging companies and salespeople alike to shift their thinking and behavior in order to drive revenue and grow their business. As some of North America's most respected sales capability thought leaders, the authors know first-hand how a shift in thinking can produce stunning results. Optimé has partnered with some of the most respected and admired companies on the planet to build sustainable improvements in sales capability and effectiveness.

Optimé has taken its expertise and experience gained through coaching, training and developing thousands of sales professionals across dozens of industries, and encapsulated this knowledge into a powerful and dynamic keynote presentation on *Championship Selling*.

"Championship Selling will help you see the customer in a refreshing new light."

**Tom Greco, President
Frito-Lay North America**

Learning Content

- Changing Role of the Sales Organization
- Moving from Transactional to Championship Sales
- Creating Business Value with Customers: Understanding and Selling our Value Proposition
- The Performance Pyramid™ – critical research-based factors that drive performance
- The Right Perspective: Embedding Championship DNA
- Playing Catch™ – The Heart of Championship Selling
- Preparation and Knowledge
- Process and Presenting
- Individual Action Planning for Growth

Projected Outcomes

Participants will:

- Be enabled to drive profitable growth through applying *Championship Selling* concepts
- Learn how to create incremental value with customers and prospects that goes beyond what they are doing today
- Build team performance through sharing ideas and stretching each other's thinking to work more effectively with customers and achieve improved business results
- Be challenged to learn and grow
- Create an action plan for personal development and improved sales performance

Format:

- Interactive and motivational 1 hour keynote presentation with multi-media support
- Self-reflection and paired exercises to reinforce learning and drive application
- Optional participant quick reference guide and copy of *Championship Selling* book

Praise for Championship Selling

"*Championship Selling* gives you the tools to create enduring, sustainable value. If you want a leadership edge, this is the book to get."

Kevin Cashman, CEO, LeaderSource and bestselling author of "Leadership from the Inside Out"

"Every business leader and sales professional will benefit from *Championship Selling*."

Jeffery J. Fox, bestselling author of "How to Become a Rainmaker"

"*Championship Selling* provides a comprehensive framework for individuals and entire companies to build lasting value. Read this book if you don't want to be left behind."

Mike Charette, Vice President Customer Development – Wal-Mart, Johnson & Johnson

"Forget books on getting the customer to see it your way. *Championship Selling* tells you something much more valuable: how to see it the customer's way."

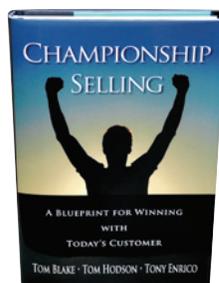
George Cooke, former CEO, The Dominion of Canada

"You will never look at the customer the same way again."

Tim Boissinot, former Executive Vice President, Quebecor

"The concepts in *Championship Selling* speak directly to the shift companies need to adopt if they want to position themselves for success in today's environment."

Steve Fox, Senior Vice President, Customer Business Development, Nestlé



"Sales leaders of the future will need to become customer general managers. *Championship Selling* will get them on the right road – fast."

Tom Muccio, former President, Global Customer Team Procter & Gamble



Sales Performance **Optimized.**

Optimé is a North American sales training and development leader with a proven track record of helping Fortune 500 companies improve sales performance and business results. Over the past two decades, forward-thinking companies like AT&T, Procter & Gamble, TD Bank, Bausch & Lomb, PepsiCo, Finning/Caterpillar and Great-West Life have called on Optimé to drive strong sales fundamentals and win with their customers.

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