



Sales Performance **Optimized**.

**Client Profile:**

Fortune 50 premier communications holding company with a powerful array of network resources that includes North America's fastest mobile broadband network. Leading provider of wireless, Wi-Fi, high speed Internet, voice and cloud-based services.

**The Opportunity:**

Client identified opportunity to drive higher engagement, learning, selling skills and speed to productivity of New Account Executives in the Wireless Division - Business Markets Group.

**Optimé Solution:**

New Account Executive (AE) Sales Development Program

**The Approach:**

- Diagnostic of current sales onboarding program, selling process, customer value proposition and ongoing needs assessment of sales competency gaps at New Account Executive level
- Design of customized sales development curriculum and competitive, application-based training to build advanced communication, selling, prospecting and presentation skills
- Program delivery to onboard New Account Executives in the Wireless Division – Business Markets over the past 5 years in Atlanta New College Hire Sales Center.

**Training Results:**

- Strong participant engagement and alignment (consistent 95+% Top 2 Box Scores)
- Only remaining long-standing third party supplier to New College Hire Sales Development Program

**Business Impact:**

- 10% New College Hire AE attrition rate vs. 25% Field AE's
- 35% NCH AE over 100% plan vs. 22% Field AE's