



Sales Performance **Optimized.**

**Client Profile:**

Fortune 50 world leader in convenient snacks and foods owns some of the world's most popular consumer brands available worldwide.

**The Opportunity:**

Middle tier industry ratings in annual Customer Survey highlighted opportunity for the Client to increase focus on Customers and their evolving, specific business needs. Client identified the need to address the situation in order to maintain its industry-leading market share and business results.

**Optimé Solution:**

Key Account Management Development Program

**The Approach:**

- Diagnostic of current Customer Management capability and effectiveness
- Design and delivery of customized, multi-year Key Account Management Development Program integrating multi-functional resources (finance, marketing, category management, consumer insights)
- Strong focus on developing Directors of Business Development and Directors of Sales' coaching capability to drive sustainability and reinforcement

**Training Results:**

- Strong participant engagement and alignment (85+% Top 2 Box Scores)
- Highly valued investment by employees

**Business Impact:**

- Rated Top global subsidiary in 2 of 4 years
- Accelerated business results
- Key customer gains and feedback – Top industry ratings in annual Customer Survey