



Sales Performance **Optimized.**

Client Profile:

One of the world's most respected financial institutions with more than 85,000 employees in offices around the world and \$686 billion in assets. Company offers a full range of financial products and services to approximately 20.5 million customers worldwide.

The Opportunity:

Client identified opportunity to grow market share in Commercial Banking by building a sales-driven culture via improved sales coaching capability at the VP, DVP and SVP sales leader level.

Optimé Solution:

Formalized Sales Coaching Development Program

The Approach:

- Diagnostic of current sales coaching capability and effectiveness
- Design and delivery of customized, multi-year Sales Coaching Development Program for VP, DVP and SVP level sales leaders

Training Results:

- Strong participant engagement and alignment (80+% Top 2 Box Scores)
- 91% of participants agree to strongly agree that the Sales Coaching Program has value and provides a good framework for coaching
- 76% of participants agree to strongly agree that they are better coaches now than they were before they participated in the first phase of the Sales Coaching Program

Business Impact:

- Measurable increase reported in annual employee survey on "coaching by my manager helps improve my performance"
- Early stages of multi-year program
- Commercial Banking division achieved best-ever business results in 2011