



GameDay™

Is your sales team in the **Game to win?**

▶ GameDay™ will immediately identify and close critical sales execution gaps to achieve your objectives.

Critical Questions for You as a Sales Leader

- Is my sales team ready to achieve their objectives?
- Can I easily and immediately measure their ability to execute our plans with excellence?
- Do I have any blind-spots when it comes to the capability of my sales team?
- Will my sales managers be able to coach their people effectively?

GameDay™ Overview

GameDay™ is a customized business simulation that uses competition as a catalyst to engage your sales team, immediately assess their skills, and build readiness to achieve their objectives.

Participants are immersed in a real-life, challenging selling and customer call environment based on your business reality. Throughout GameDay™ participants receive real-time feedback on their strengths and performance gaps as well as targeted skill building – to take their game to the next level.

“This is the best real-life training I have seen from P&G in my 27-year sales career. It is fast paced, fun, and most importantly it is about winning using all the resources available to a Customer Business Development Team.”

P&G – Global Customer Team Leader

Customize



Engage



Identify



Close



Build

Your Business Objectives
+
Key Selling Skills/Behaviors



Your custom business solutions



Assess team and individual capability



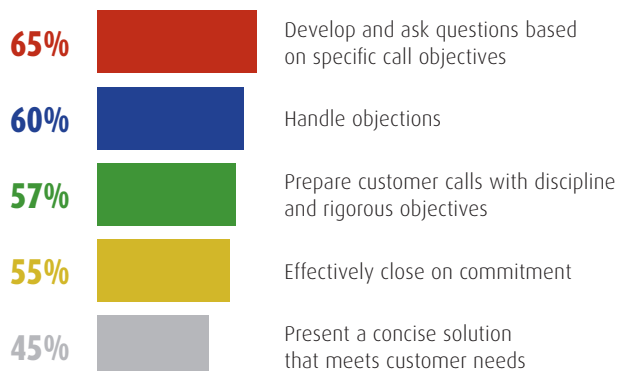
Provide and receive rich real-time feedback



Immediate team and personal action plans

Key Findings from our 20 Years Applied Experience

Most critical & underrated selling skill gaps.



"Optimé executed on a highly experiential GameDay™ engagement with our entire sales force that really set in motion the opportunity to rethink, redo and re-execute customer relationship building and sales execution."

Great West Life – VP, Sales and Marketing – GRS

"GameDay™ (and Championship Selling) has been the highest rated component of our Wireless division's New College Hire sales on-boarding program for the past 6 years running."

AT&T – Director, Sales On-Boarding

The Value of GameDay™

An action-packed, half-day learning experience delivering extraordinary value. When you invest in GameDay™ you get:

- Critical selling skills and competencies required to successfully execute your strategy.
- Confidence and readiness to "go live" with customers on new business priorities.
- Full employee engagement, motivation and productivity.
- Real-time assessment of your sales team's skills and ability to execute against business priorities.
- Sales managers and leaders practicing coaching and driving performance.
- Quantifiable and measurable data to identify sales capability development areas.

What our customers say after experiencing GameDay™

Description	Results with four Fortune 500 clients			
*Better prepared to understand their Customer/Client	85%	84%	92%	82%
*Able to immediately apply learning from GameDay™	81%	84%	88%	82%
Positive impact on your team's future business results	Yes = 99%	Yes = 100%	Yes = 100%	Yes = 100%
Recommend this training to others	Yes = 94%	Yes = 100%	Yes = 100%	Yes = 100%

*Top two box scores

▶ Let's Get Into The Game Right Now!

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

Optimé

Sales Performance **Optimized.**

T (416) 221-5466 | TF 1-866-759-2053 | www.optime.com