



Optimal  
Thinking.com

# CHOOSE THE BEST!

## SUBOPTIMAL THINKING ORGANIZATIONS

- Settle for B-grade employees and candidates
- Provide poor, good or high quality products/services
- Undermine valuable alliances with suboptimal communications
- Provide a second-rate workplace and customer experience
- Waste resources and opportunities
- Compromise strategy, organizational culture, revenue, profits, market share and growth

## OPTIMAL THINKING ORGANIZATIONS

- Attract and retain self-motivated A-grade employees
- Provide the highest quality products/services
- Collaborate optimally, and partner with the best in class
- Provide a first-rate workplace and customer experience
- Optimize resources and opportunities
- Maximize strategy, organizational culture, revenue, profits, market share and growth

We are the global authority in Optimal Thinking and the world's premiere personal and organizational optimization company.

- Self-optimization and 360 assessments
- Consulting
- Seminars
- Executive coaching
- Writing services
- Optimal Thinking products
- Optimal Thinking resources

to facilitate individual and business optimization with best practices through consistent Optimal Thinking.

**OptimalThinking.com, a division of  
The World Academy of Personal Development Inc.**

**(310) 557-2761 • info@optimalthinking.com**

Visit [www.optimalthinking.com](http://www.optimalthinking.com)

“HOW QUICKLY YOU OPTIMIZE IS WHAT COUNTS!”

# OPTIMIZE YOUR SALES ORGANIZATION

## DOES YOUR ORGANIZATION HAVE THESE CHALLENGES?

- Flat or declining sales, revenue, market share or profits
- High sales personnel turnover
- Unpredictable and inconsistent sales revenue
- Difficulty validating ROI for sales and marketing programs
- Suboptimal performance from new hires
- A sales culture of mediocrity
- Shrinking sales and marketing budgets
- Lack of qualified sales leads

## DO YOUR SALES LEADERS HAVE THESE CHALLENGES?

- Uncomfortable with sales leadership roles and responsibilities
- Tried and true methods are producing suboptimal results
- Difficulty aligning the sales team with the mission and vision of the organization
- No agreed upon standard sales methodology
- Forecasts are inaccurate and difficult to compile
- Sales processes are suboptimal

## CONTINUOUS SALES OPTIMIZATION PROGRAM (CSOP)

1. Confidential, proprietary Sales Organization Optimization Assessment
2. Confidential, proprietary Optimal Thinking Self-Optimization Assessment
3. 90-minute interactive teleconference or face-to-face meeting
4. Based on your responses to the assessments and your input in our meeting, we guarantee three immediately actionable recommendations to optimize employee morale, sales leader performance, lead optimization, revenue and market share

When requested, we provide a comprehensive optimization plan (based on the results of the CSOP).

## READY FOR OPTIMIZATION?

Five key areas must be optimized for maximum, sustained performance:

- 1. Optimal Thinking:** achieve consistent optimization of thinking and performance throughout your organization
- 2. Strategy:** best means to achieve the best ends
- 3. People:** optimize sales skills, attitude, motivational compensation plan, and select the best sales people
- 4. Process:** optimize sales leads and methodology
- 5. Platform:** optimize sales force automation/customer relationship management software

## HERE'S HOW WE'LL OPTIMIZE WITH YOU...

- Determine where your sales organization stands in relation to key sales, marketing and corporate objectives
- Assess the level of thinking and performance of individuals, teams, and the organization
- Determine where optimization will have the greatest impact
- Create the Optimal sales strategy to best support the business objectives and strategy
- Provide Optimal consulting, coaching, training and tools for the sales leader to best implement the Optimal sales strategy
- Empower every individual to consistently do their best and optimize every situation with Optimal Thinking
- Provide company management with the tools to monitor and hold accountable sales leadership and sales team
- Determine the best strategy to obtain the most qualified leads for your organization
- Provide Optimal reporting infrastructure and closed-loop lead optimization system
- Maximize and align your sales process with marketing and corporate objectives
- Maximize your ROI for each sales and marketing initiative, and much more

**Our sales optimization expert team has over 90 years of direct sales and global sales management optimization experience.**

Visit [www.optimalthinking.com](http://www.optimalthinking.com)

“HOW QUICKLY YOU OPTIMIZE IS WHAT COUNTS!”

# SALES FORCE MOTIVATION FOR MAXIMUM SUSTAINED SALES AND PROFIT GROWTH

Whenever a sales person thinks suboptimally, motivation and performance are compromised.

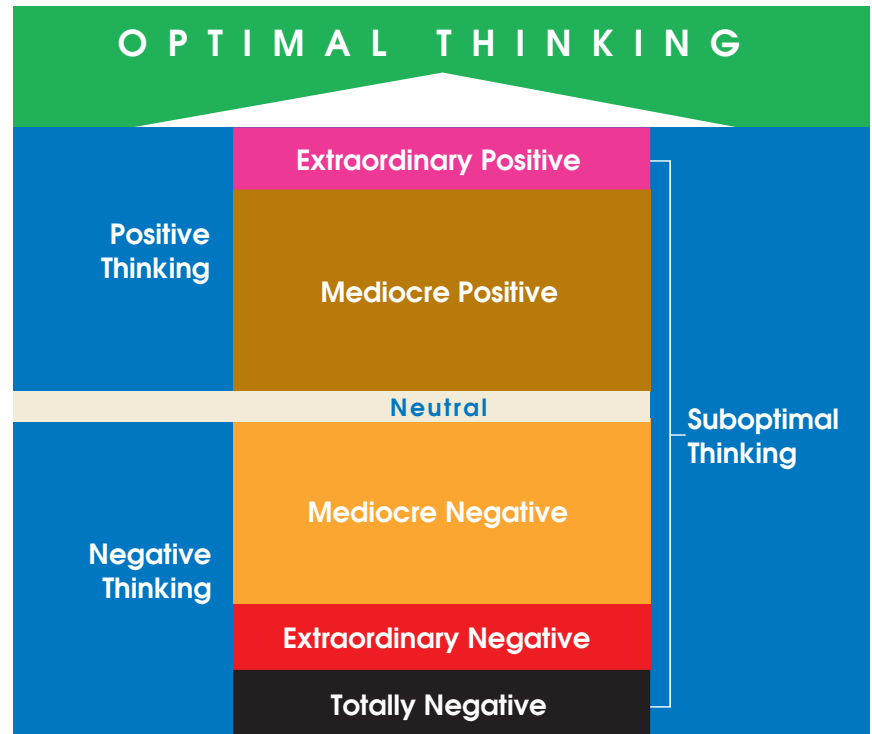
Looking for sales force motivation solutions that have lasting results? Our unparalleled **sales motivation optimization system** is a comprehensive two-step approach that optimizes individual and organizational sales success.

## STEP 1. OPTIMIZE THE INTERNAL MOTIVATION OF YOUR SALES FORCE WITH OPTIMAL THINKING

In an Optimal Thinking sales environment, external incentives, recognition, and rewards are important but secondary, because **Optimal Thinkers are optimally self-motivated. Optimal Thinking sales reps do their best, regardless of the circumstances.** They focus on what is most important, make the right choices, take the wisest actions, and make the most of the hands they are dealt. They ask the best questions of themselves and others, and invite the best solutions. When sales reps employ Optimal Thinking, they make the most of their talents, resources, business relationships, and client opportunities. They are supremely motivated, and the organization can count on their consistent performance.

Optimal Thinking sales reps acknowledge rejection as a part of life, and an opportunity to learn and optimize. The fear of rejection does not stop them from moving forward. They learn how to best handle rejection, by facing it and taking the most constructive actions.

Most sales organizations however, have a blend of extraordinary, mediocre and Optimal Thinkers. Optimal Thinking sales leaders acknowledge and understand each sales representative's dominant thinking style and motivation, respond to the unique needs of the sales rep, and employ Optimal Thinking to **bring out the best from them.** These sales leaders **hire Optimal Thinkers, and educate their suboptimal thinking sales reps in the art and science of consistent Optimal Thinking.** When sales reps understand their dominant thinking style, basic motivation, stressors, and are trained in the art and science of consistent **Optimal Thinking, self-motivation is maximized and permanent.**



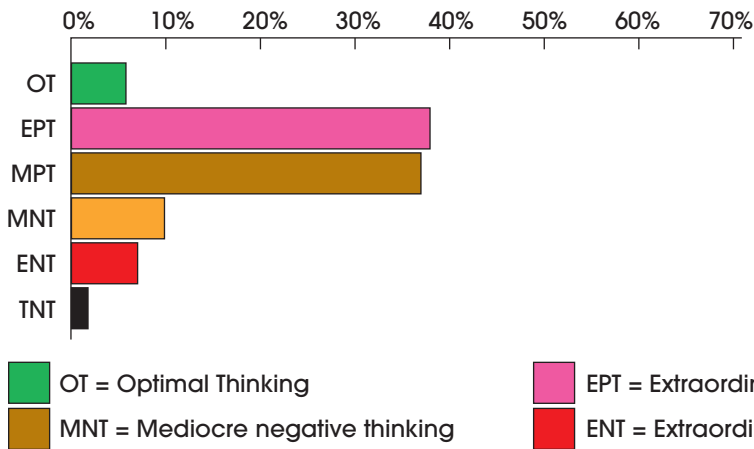
➔ Take the Optimal Thinking Assessment Risk Free!

Visit [www.optimalthinking.com/assess](http://www.optimalthinking.com/assess)

“HOW QUICKLY YOU OPTIMIZE IS WHAT COUNTS!”

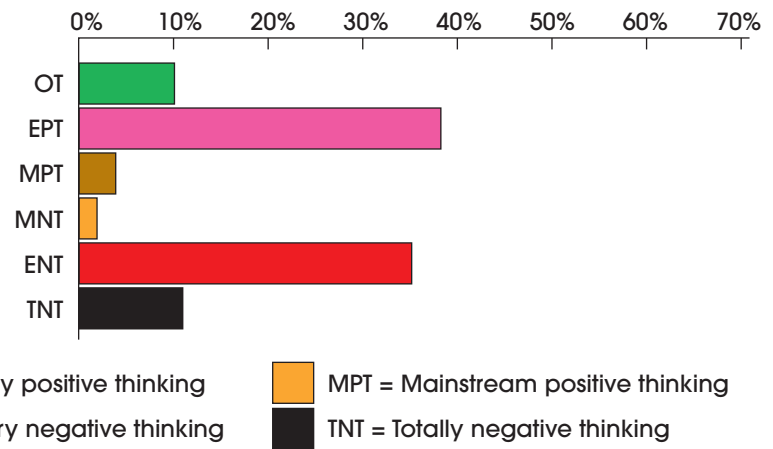
## COMMON THINKING PATTERNS

### Internal Power Struggle



Some sales reps perform exceptionally well and achieve great results, then slip into mediocre performance. These people fall prey to an internal power struggle that is best resolved with consistent Optimal Thinking.

### Extraordinarily Inconsistent Performance



Others perform exceptionally well and achieve great results for a while, but their performance is remarkably erratic. These people cycle back and forth between extraordinarily positive and extraordinarily negative performance. Optimal Thinking provides the stability required to maximize execution and achieve optimal performance.

## STEP 2. OPTIMIZE THE SUPPORT SYSTEMS TO MAXIMIZE SALES MOTIVATION

Optimal Thinking sales reps acknowledge the power of the systems and processes that best support their sales efforts. Optimization of these support systems provides your sales force with the right environment to produce maximum sustained sales and profit growth. If your organization reflects any of the following issues, your sales reps are being deprived of the support they need to maximize their performance:

- 1. Suboptimal Strategy** – vague goals, unclear values and mission, lack of formal strategy to best serve the marketplace and achieve optimum profitability, an uninspiring compensation plan that fails to reward overachievement
- 2. Suboptimal Management** – unsupportive management that withholds recognition and fails to add sufficient value
- 3. Suboptimal Processes** – insufficient, poorly qualified, untimely sales leads, and difficult to compile, inaccurate forecasts
- 4. Suboptimal Platform** – inappropriate, difficult to use software, and low adoption of software by the sales organization

Our sales optimization experts have over 90 years of first-rate hands-on experience addressing these issues and customizing optimal sales motivation solutions. Let us show you how to create lasting sales motivation and optimal success.

Our clients include Air New Zealand, BP, Internal Revenue Service, Johnson & Johnson, National Australia Bank, U.S. Army, Warner Bros., and the Young Presidents' Organization.

Visit [www.optimalthinking.com](http://www.optimalthinking.com)

“HOW QUICKLY YOU OPTIMIZE IS WHAT COUNTS!”

# ORDER OPTIMAL THINKING PRODUCTS AND SERVICES

QTY	TITLE	DESCRIPTION	PRICE	TOTAL
___	<b>Optimal Thinking 100-Day Audio-CD Program For Permanent Results</b>	12 digital audio-CDs, book, 100-page personal workbook, telephone class	\$ 179.95	\$ _____
___	<b>Optimal Thinking: How to Be Your Best Self</b>	Book (256 pages)	\$ 14.95	\$ _____
___	<b>Optimal Thinking Online Assessment</b>	Self-Optimization and 360° Assessment	\$ 69.95	\$ _____
___	<b>Optimal Thinking: The Next Step Past Positive Thinking</b>	Video (36 min)	\$ 39.95	\$ _____
___	<b>Optimal Thinking Interactive Software</b>	Receive electronically	\$ 59.95	\$ _____
___	<b>Optimal Relaxation Software</b>	Receive electronically	\$ 14.95	\$ _____
___	<b>Visualize Your Best Self Audio</b>	(19 min) <input type="checkbox"/> CD <input type="checkbox"/> Download	\$ 9.98	\$ _____
___	<b>Optimal Affirmations Audio</b>	(71 min) <input type="checkbox"/> CD <input type="checkbox"/> Download	\$ 12.95	\$ _____
___	<b>Optimal Questions Audio</b>	(64 min) <input type="checkbox"/> CD <input type="checkbox"/> Download	\$ 12.95	\$ _____
___	<b>Emotional Mastery Audio</b>	(43 min) <input type="checkbox"/> CD <input type="checkbox"/> Download	\$ 9.98	\$ _____
___	<b>Optimal Thinking Emotional Mastery Cards</b>	14 double-sided wallet cards	\$ 9.95	\$ _____
___	<b>Optimal Thinking Cap</b>	Baseball cap	\$ 12.95	\$ _____
___	<b>Coaching Session with Rosalene Glickman, Ph.D. (author of Optimal Thinking)</b>	Office visit or by telephone	\$ per hour	\$ _____
___	<b>Coaching Session with Certified Optimal Thinking Trainer</b>	Office visit or by telephone	\$ per hour	\$ _____
___	<b>Optimal Thinking Writing and Editorial Service</b>	Business proposals, business plans, brochures, website copy, speeches & more	\$ per hour	\$ _____
			Shipping	\$ _____
			Sales Tax	\$ _____
			<b>TOTAL</b>	\$ _____

CASH / VISA / MASTERCARD / AMEX / DISCOVER      Check payable to: The World Academy of Personal Development Inc.

First Name: \_\_\_\_\_ Last Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Company: \_\_\_\_\_ Title: \_\_\_\_\_

Shipping Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: (w) \_\_\_\_\_ (h) \_\_\_\_\_

Billing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ Code: \_\_\_\_\_ Date: \_\_\_\_\_

Visit [www.optimalthinking.com](http://www.optimalthinking.com)

“HOW QUICKLY YOU OPTIMIZE IS WHAT COUNTS!”

P.O. Box 12045 • Marina Del Rey, CA 90295 • Tel: (310) 557-2761 • Fax: (310) 362-8845