



our mission

The mission of our Communications Workgroup is to provide insight, planning, development, and training programs to derive maximum business value from every client communications resource, including image, team, & marketing and messaging operations. Optimus provides a superior breadth of multi-faceted and multi-technology expertise, paired with professional service excellence, to fashion solutions and strategies that support our client's specific business goals. **What's your missing Communications piece?**



:: New Message Development ::

Optimus works with clients to develop new and cutting edge marketing, advertising, and outreach methods designed to **capture your best message**, your target audience's attention, and result in interest and education about you, your company, and your products and services.

:: Enhanced Customer Communication

Whether you call your customer communication strategy Relationship Marketing, One-to-One (1:1) Marketing, Database Marketing, Loyalty Marketing, Customer Service or CRM, there is one key to maximizing the ROI of your marketing dollars: Relevant Integration. Optimus works with clients to create **relevant, personalized, and targeted** messages, and develops ways to seamlessly deliver them. **Response rates will increase dramatically** and sales & marketing goals will be rapidly achieved.

:: Speech, Script, & Presentation Training ::

Whether in presentations, sales scripts, or speeches, your team needs to be as effective as possible when sharing your company with your prospects. Our programs are designed to **reduce prep. time, increase rapport & persuasiveness, organize** your ideas and information for **maximum impact**, select appropriate details and data, outline & plan the presentation, design & use visuals effectively, use a **dynamic, confident**, and professional delivery style, & respond authoritatively and knowledgeably to questions.

practice areas



- New Message Development
- Enhanced Customer Communications
 - Branding & Image Development
 - Sales Coaching & Training
- Speech, Script, & Presentation Training
 - PR Communications Development

:: Sales Team Training ::
Optimus excels at connecting with, educating & motivating sales teams. Our team aligns your sales challenges with knowledgeable communicators who help salespeople move to the next level of skill and productivity, realizing **increased effectiveness**, professionalism and confidence, helping to build an even more **dynamic sales force** that best communicates your solutions and effectively

:: Branding & Image Development ::

Successful branding is not about boardroom applause, but uncovering unique customer insights, **capturing loyalty**, and **broadening appeal**. Optimus helps clients build new brands, extend existing brands and sub-brands, private label, develop generic & premium brand strategies, brand positioning, channel, and effective advertising strategies.

:: PR Communications Development ::

Whether to internal or external audiences, Optimus helps clients identify the correct messages, and hones them for clarity, succinctness, and power. We also supply **top-grade graphic design** expertise where needed to package the messages. Through newsletters, presentations, brochures, annual reports, whitepapers, press releases, & other tools, Optimus supplies the **planning, writing, and design** acumen needed for **the greatest impact**.

"The art of communication is the language of leadership"
- James Humes

our value



- **Uniqueness.** The Optimus Communications approach represents an innovative and comprehensive development approach.
- **Integrated Solutions.** Our Communications solutions are integrated and are designed to complement existing resources.
- **Efficiency.** Our approach saves clients the time and cost of assembling a team, building, evaluating and refining solutions.
- **Closed Loop Designs.** Optimus is a one-stop shop for solution development. Optimus can implement the plans we develop for you.
- **Experience & Specialization.** We are an experienced and balanced team of marketing, sales, and communications specialists.
 - **Straightforward.** Our Communications work is designed to be straightforward, easy to understand, and actionable.
 - **Support and Service.** Our client relations processes are designed to emphasize communication, value, and quality.