



OND
METHOD TEAMING

Method Teaming®

Sales Engine

Creating highly productive sales teams



A renewed focus on sales

As the global economy awakens from recession and competitive threats increase, companies are shifting their focus to top line growth. Accountability for results is likewise shifting to the sales organization, yet most are ill-equipped to win in today's environment.

As companies invest in new sales capabilities, they increasingly realize the "old school" approach of focusing on the sales *process* is not enough. After all, a process does not do the selling; *people sell!* Also, as markets start to expand and customer experience becomes so important, there is a rush to recruit new sales people but many businesses are finding there is already a shortage of the right talent.

A new approach to creating high-performing, highly productive sales teams is required. Optimizing the way in which you communicate and build trust with your customer is vital. Aligning the right sales talent with the right sales roles is absolutely critical for success.

Whether your business challenges involve penetrating new accounts or expanding the depth and width of existing accounts, the Method Teaming Sales Engine is the answer.

What is Method Teaming?

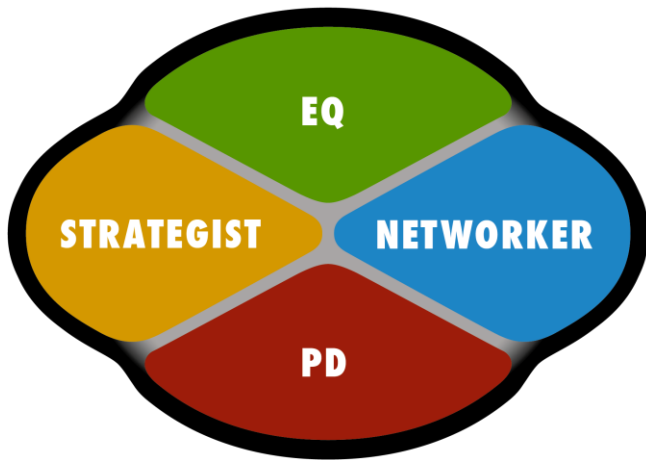
Method Teaming is a powerful science, methodology and language that companies around the world use to systematically create and manage high performing teams. Within the science of Method Teaming, certain patterns of natural strengths and talents are called "Intellects". The human population, regardless of vocation, is divided into four Intellects. Everyone has a primary and a secondary Intellect and is a subtle blend of aspects of all four Intellects.

The most successful sales teams are those in which each individual team member's Intellects are aligned with the work they perform. The power of Method Teaming lies in its ability to illuminate these natural talents and then systematically assemble the right combination of talents into a team to achieve a given mission or goal.

But it doesn't stop there as the same methodology is also used by your sales people to identify the Intellect of their customers so they can change their approach and selling style to be most effective. We call this By-Intellect Selling. It has a huge impact on improving customer experience and satisfaction, vital when maintaining customer loyalty.

Optimizing sales teams

The best performing sales teams have a blend of all four Intellects working in synergy throughout the sales process. Method Teaming is a powerful and highly accurate predictor of suitability of individuals for specific roles within a sales team. We know precisely who makes the best new business sales people, who is ideally suited for account management, who should support the installed base and who should help drive sales strategy. It is also important to realize that different Intellects will be needed during the various phases of a sales campaign.



The 4 Method Teaming Intellects

The role of EQs in sales:

Sales people focused primarily on penetrating new customer accounts should be EQs. They have an instinct for real opportunity and the ability to cover a lot of territory. In a complex sales process, they are good at the beginning and end of the campaign but may need help in the middle where depth of knowledge is required.

The role of Networkers in sales:

Networkers should be Account Managers. They build trust, preference and long term relationships over a period of time. Networkers will expand account width by knowing the customer's "pulse" and when to pull in other Intellects.

The role of PDs in sales:

PDs are best suited to installed base sales or client support. They bring a depth of product/service expertise and knowledge and so relate well to technical buyers. PDs are ideal for supporting Networkers and EQs in opportunity development.

The role of Strategists in sales:

Strategists bring new, creative thinking into your sales campaign. They have on-demand creativity, new ideas and "outside of the box" thinking. When innovation is required to gain thought leadership in deal pursuit, Strategists are masters at changing the sales battlefield.

By-Intellect Selling

Sales people are trained to assume that all customers buy solutions in exactly the same way. Instinctively we know this isn't the case but sales management often demand we use the same sales tools and process in the same way for each and every customer on the assumption that they will somehow conform. We expect customers to comply with our sales process and are often surprised that they have a rigorous procurement process to follow!

Of course there is value in learning conventional selling techniques, especially as selling is not so much an art form as it is a science. There are key processes and tools that can be employed right across the sales cycle. However, we are all different. We behave, are motivated and prefer to think in different ways. So why don't we try to understand our customers better and adapt our communication and selling style accordingly? Surely that produces better results?

That is the essence of "By-Intellect Selling". It gets results very quickly. It has been proven to work by organizations around the world. You will see immediate benefits. Users of Method Teaming By-Intellect Selling see revenue growth in excess of 20% in the first year.

Business benefits

The Method Teaming Sales Engine quickly impacts top and bottom line performance. Returns are almost immediate and clients should see positive productivity growth within the first 2 to 3 months.

The benefits of using Method Teaming for creating high-performance sales teams include:

- ✓ Increased revenue and margin
- ✓ Improved customer experience
- ✓ Improved new business penetration
- ✓ Improved win/loss ratios and deal size
- ✓ Reduce forecast slippage

Contact us

Improve your Sales Engine by contacting OND directly.

Learn more about Method Teaming at:

www.methodteaming.com



We Build Mission-Perfect Teams