

Method Teaming® By-Intellect Selling

A unique and faster way to increase sales revenue



What's "By-Intellect Selling"?

We typically train our sales people in a way that assumes that all customers buy solutions in exactly the same way. Instinctively we know this isn't true but sales management often demand we use vanilla flavoured sales tools and process. More so, we expect customers to conform to our sales process but we often remain surprised when customers have a strict 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? At OND, our experience tells us this produces better results?

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

What is Method Teaming?

Method Teaming is an established methodology for creating highly productive, mission-perfect teams. It provides an intuitive language and an elegant science that enables your sales people to sell more; a lot more! Sales forecast and pipeline slippage will be a thing of the past.

Within Method Teaming, people's patterns of natural strengths and talents are called "Intellects". A person's Intellect is a combination of how they behave, how they are motivated and how they channel their thinking. The power of Method Teaming lies in its ability to illuminate the Intellects of your customers, so that your sales people can adjust their communication style to be better understood by them. By doing this, your sales people will build a stronger relationship with their clients. They will close deals faster and order value will often increase because they not leaving 'money on the table'. Customer satisfaction will also improve.

By-Intellect selling is ideal for direct sales teams, telesales teams and easily deployed by channel partners too.

What's involved?

By-Intellect Selling is easy to learn and simple to put into action. Your sales team attend a practical and dynamic one day training programme. They will leave the course fully equipped with a deep understanding of By-Intellect Selling. They will be able to put it into action straight away. What's more, your business will start to see the affect immediately.

The training workshop is split into 3 interactive sections that cover:

1. **Method Teaming:** The team learns about the strengths and other characteristics of the 4 Method Teaming Intellects. They will be taught to optimise teams through the application of Method Teaming.
2. **By-Intellect Selling:** The team learns, in a very practical way, how to best sell to each of the 4 Intellects. Selling to people, especially of different Intellect to yourself, needs careful attention. The sales team are taught how to position and sell their solutions in the most appropriate way. They learn the Do's and Don'ts of communication for the various Intellects.
3. **By Intellect Recognition:** This is an extremely interactive part of the training course. Your sales people will learn how to identify their customer's Intellects by what they observe and hear from the client. This is a vital skill when gauging how to best position communication with your customer.

Benefits and business outcomes

Method Teaming By-Intellect Selling really works! Organisations, large and small, around the World have seen astonishing improvements in sales revenues and margins by successfully using Method Teaming. A revenue increase of over 20% within the first year of using By-Intellect Selling has proven to be very achievable.

In fact, one OND client, a multinational IT company, has seen a 30% increase in sales revenue within the 6 months following the successful implementation of By-Intellect Selling.

By-Intellect Selling has an immediate effect on your business results. It is put into action, by your sales teams, the day after training is complete and will have an impact on business straight away.

Summing up, By-Intellect Selling helps your business in a number of ways that include:

- Revenue and margin growth
- Better forecast accuracy with limited slippage
- Improved Customer Satisfaction
- Better executive alignment
- More follow on business
- Building long term and trusted relationships

About OND

OND was founded in 2003 by a former "Big-Four" partner and has offices in the USA and UK. OND's core solution offering is Method Teaming, which is used by organisations around the world to create and manage high performance teams. Method Teaming can be applied to any business function or mission-specific team to accelerate business performance.

To learn more about Method Teaming, go to the OND website at:

www.methodteaming.com



Build Teams That Work