

# Big Deal Coaching

## Predictably winning against tough competition



### Winning big deals

Big Deal Coaching is designed for any sales team with a must-win, high value sales opportunity. It empowers the sales team to be the articulate people your clients want to work with and be able to present powerfully differentiated solutions. After the BDC coaching process is complete, your team will be prepared with a highly differentiated offering and have polished executive communication skills. Big Deal Coaching utilizes the Method Teaming science and improves your ability to close opportunities dramatically.

### What is Method Teaming?

Method Teaming is a unique and easily learned solution that provides organisations with a way to create purpose-built, mission-perfect teams.

The key to forming exceptionally high performing teams is to have precisely the right mix of natural strengths and talents or 'Intellects'. Method Teaming employs a business centric science which allows team members to better understand their own and each other's talents. It provides a common language which allows teams to work together with a shared understanding and purpose.

Method Teaming is proven to dramatically improve profitability and productivity. It has been field tested and used by many Fortune 100 companies.

What if your staff were fully utilising all of their talents and strengths all of the time? What if all your team members communicated perfectly on every occasion? Method Teaming has delivered these outcomes for other great businesses around the World.

### Your differentiators

Winning big deals is not about rigid adherence to a sales process. It's about being able to present powerful solutions underwritten by hard-hitting differentiators. This is what OND will help deliver for your firm. Big Deal Coaching can improve your sales close rate by over 20 percentage points.

There are many mistakes that can be made in the sales cycle of big and/or strategic deals. Failed sales usually result from a lack of a well-defined, well-articulated win strategy and the inability to powerfully position differentiators. Usually these differentiators are buried within the body of written proposals or not drawn out properly in the orals. Consequently, it is extremely difficult for prospective customers to understand what truly makes your solution different and unique.

OND believe that some powerful differentiators should be held back from the written proposal, under the assumption that this material will be leaked to the competition. OND can normally create and prepare some very powerful “traps” that will trip up your competition during the orals process. An orals team must understand who they are selling to and how their prospective clients make their buying decisions. OND utilizes its proprietary Method Teaming(sm) methodology to help your team understand how their customers think and make their buying decisions in fundamentally different ways.

## Me too!

Many individuals assigned to a sales team will have an engineering or “how” mentality. They think in terms of how to put a practical and sometimes elegant solution in place that will successfully move the client from point A to point B. It is true that knowing how to implement the solution will lead to the successful execution on the engagement, all assuming you win it! However, when these same individuals are driving a sales process, they tend to sell the methodologies, techniques or technologies rather than focus on business benefits and outcomes for the client.

The issue here is that your client is buying business results and wants to know what the business outcome will be. Of course your client will be interested in the details of your solution. They will want to know how you will implement the solution successfully and without risk. However, presenting these to your client without including clearly defined financial and business results usually leads to a lost sale. Your competitors have methodologies and technologies in some way similar to yours. It is brutally difficult to differentiate significantly and prove your solution is so much better than theirs. A weak strategy and “me too” differentiators leads to a roll-of-the-dice decision and your opportunity to win diminishes.

## Winning strategies

OND will help you eliminate weak sales strategies and “me too” differentiators by crafting a strong winning strategy that encompasses:

1. What your prospective customer will think of when they consider your firm and your solution
2. Precisely how you will defeat your competition

OND uses a simple approach to identifying, positioning, polishing and presenting your most powerful differentiators. The OND approach ensures that the

collective differentiators are sufficient to defeat each of your competitors, one by one.

OND infuses significant creativity and innovation into the process, which includes branding some of your differentiators in a way that your competition will never be able to anticipate, counter or duplicate. This process frequently converts your biggest weakness into one of your greatest strengths.

As your “Sales Coach”, OND work very closely with your Pursuit Leader. We ensure that your “win strategy” and differentiators are well positioned and developed in your written proposal. But, even more importantly, we work very closely with your team to develop your orals presentation too. We do all of the orals coaching for both the content packaging and the presentation delivery technique. We help you use the most powerful words and phraseology.

Scientific research tells us that 93% of communication is non-verbal, so it is vital to use and read body language precisely when face to face with a client. Our observation is that teams tend to over-engineer the content in orals; in other words the 7% of the presentation. They do not devote sufficient preparation and rehearsal to the 93% portion. OND will ensure that your orals team is well prepared, rehearsed and confident so your presentation has presence.

## About OND

OND LLP was founded in 2003 by a former Big-Four partner. OND’s core offering is called Method Teaming, which is used to create and manage mission-perfect teams using Intellectual Diversity. Method Teaming can be applied to any business function or mission-specific team to accelerate business performance.

## Contact us

**To learn more about Method Teaming go to:**  
[www.methodteaming.com](http://www.methodteaming.com)

