

Second day of practice

BECOME A MAP & MATCH COACH EXPERT

TEAM PROFILE AND CHARACTERISATION



HOW ARE YOU DOING?



REMINDER OF THE PROGRAM

✓ E-Learning Module 1 ➡ S-2 before Day 1

✓ E-Learning Module 2 ➡ S-2 before Day 1

📌 Module 3 Practice Individual profile in group Day 1 with the trainer

🕒 E-Learning Module 4 ➡ D+1 before Day 2

🕒 E-Learning Module 5 ➡ D+1 before Day 2

👉 📌 **Module 6 Practice Group profile & group characterisations Day 2 with the trainer**

🕒 E-Learning Module 7 (platform) ➡ D+1 after Day 2

🕒 E-Learning Module 8 (sales pitch) ➡ D+1 after Day 2

✍️ Final/validation exam (1H 1to1) ➡ In the month following Day 2

PROGRAM OF THE DAY

Round table and reminder of the programme

Read a collective profile

Key points to remember

Reading exercise for a small team

Reading exercise for a large team

Identifying the challenges

Key points to remember

Exercise to characterise a role/collective

Analysing the gaps between a profile and its challenges

Team coaching exercise

Update on forthcoming modules

Getting to grips with the platform: launching a profile

Welcome to the partner ecosystem

Conclusion

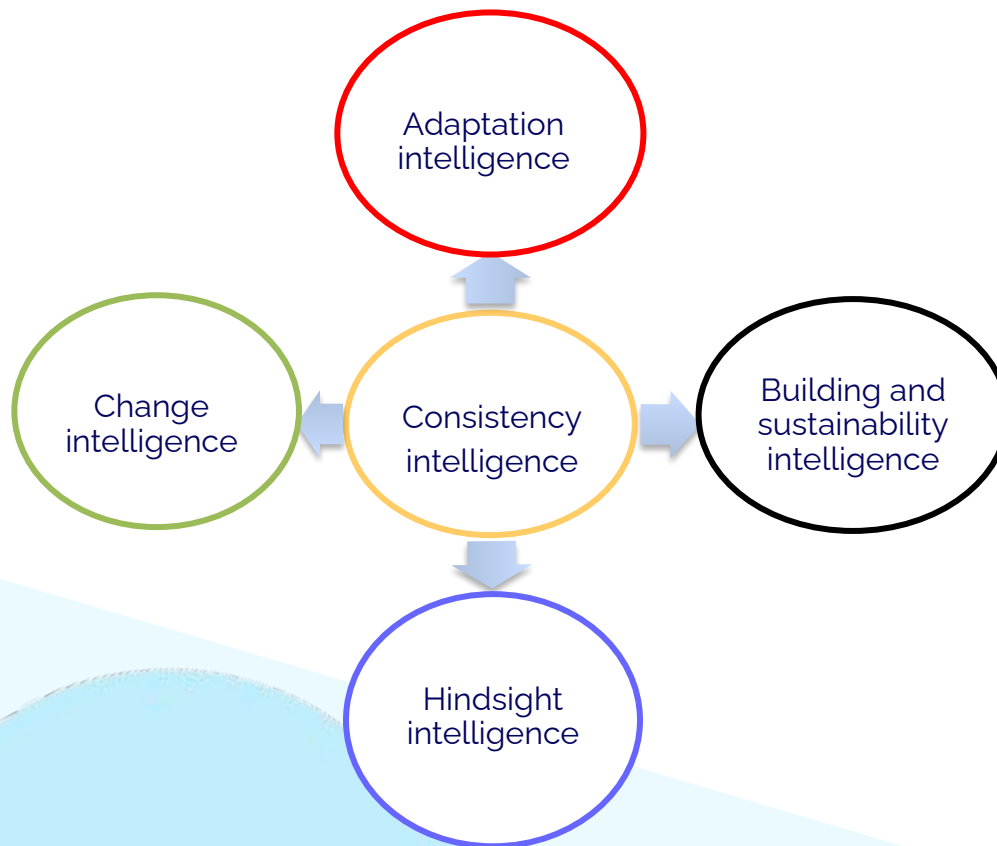


THEORETICAL REMINDER

READ A COLLECTIVE PROFILE



COLLECTIVE INTELLIGENCE



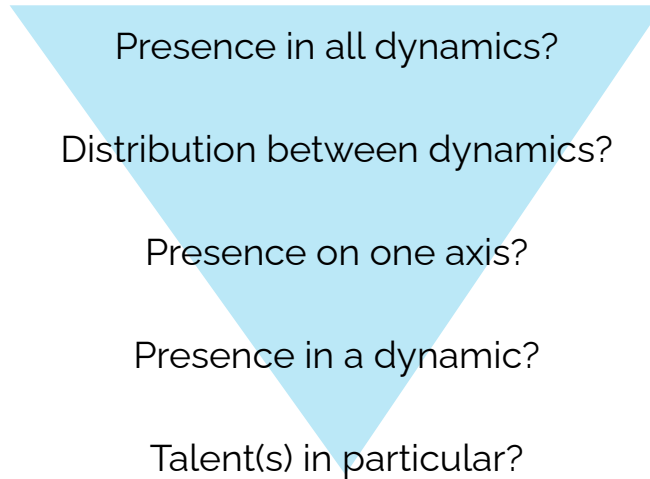
READING THE OPERATING MODE

- **The T5TM** are the spontaneous behaviours of the team, its DNA.
- **The C5** represent the potential that can be called upon by the manager
- **The I5** are the team's obstacles

No analysis of triangles

A STRUCTURED PRESENTATION

- First the strengths **THEN** the risks
- From macro to micro



QUIZZ PROFIL COLLECTIF VRAI OU FAUX

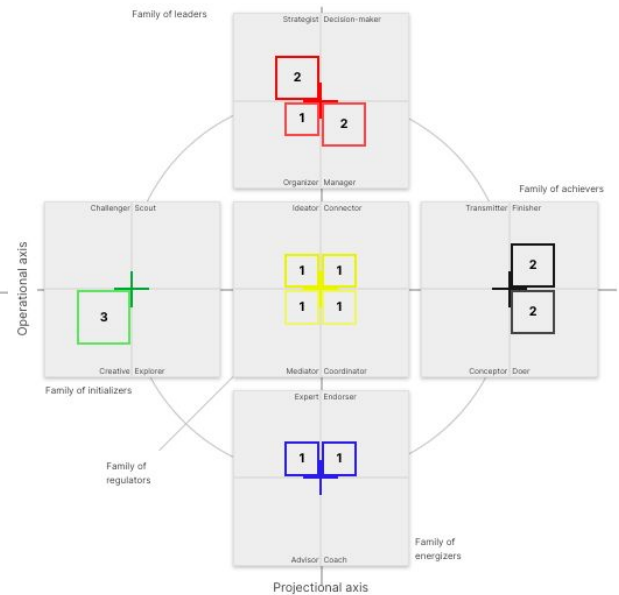
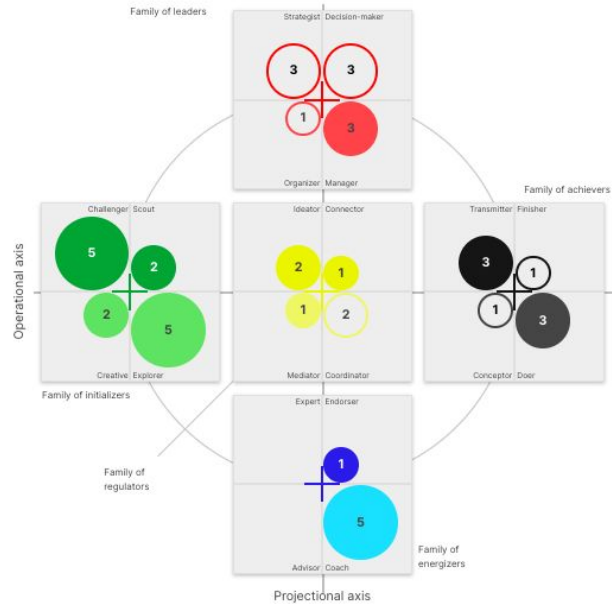
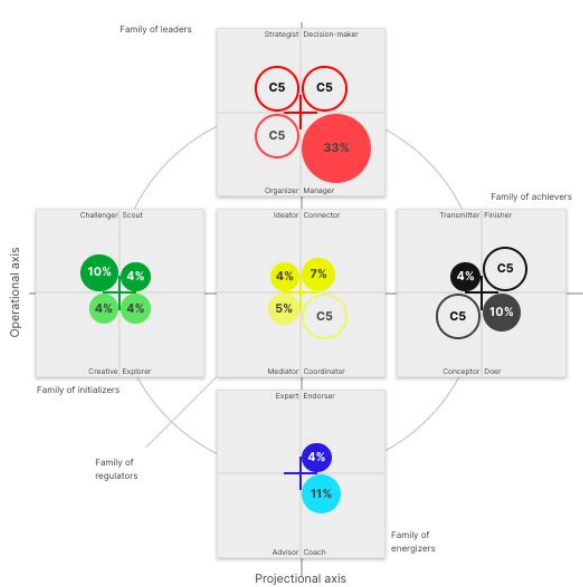
The collective profile is the sum of the profiles of the team members

We can also read the behaviour of the collective in the different phases of value creation

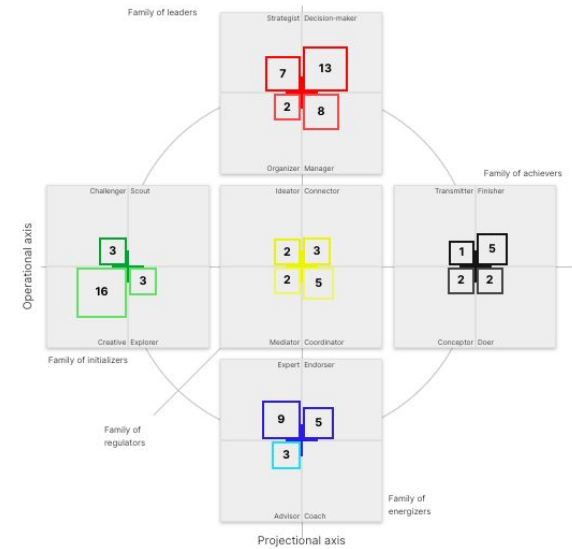
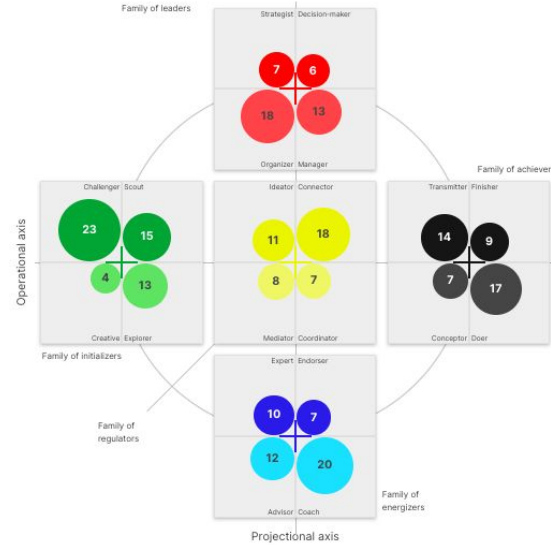
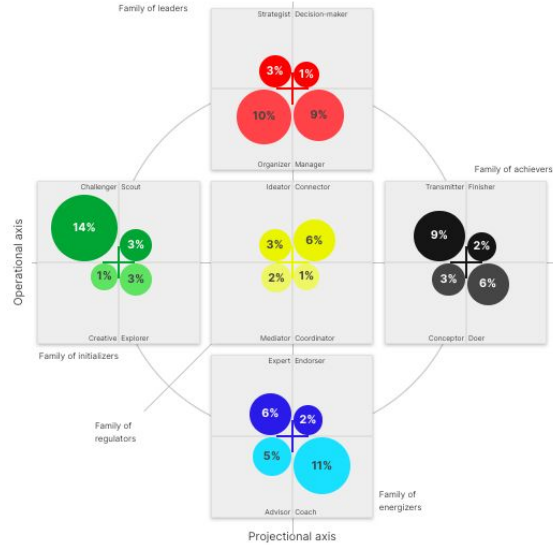
The key talent to analyse for any collective profile is the Coordinator



EXERCISE: THE PROFILE OF A SMALL TEAM SME CODIR - 6 PEOPLE

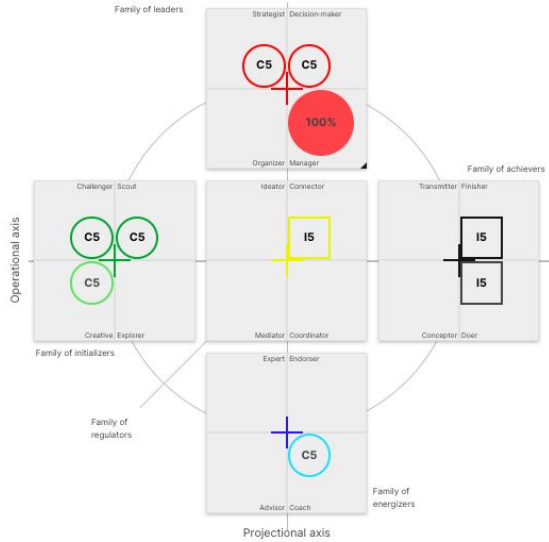


EXERCISE: THE PROFILE OF A LARGE TEAM THE WHOLE SME - 35 PEOPLE

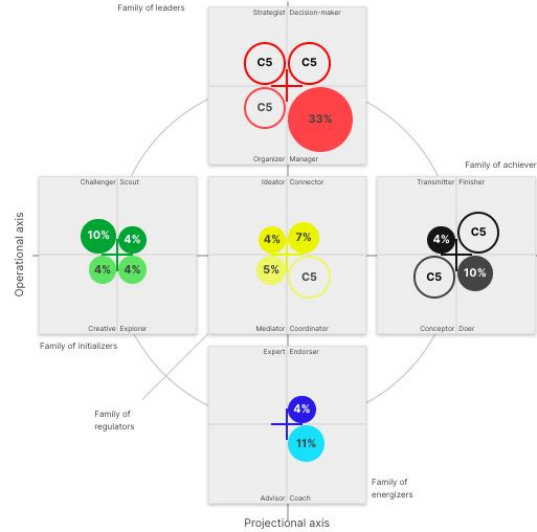


FULL ANALYSIS

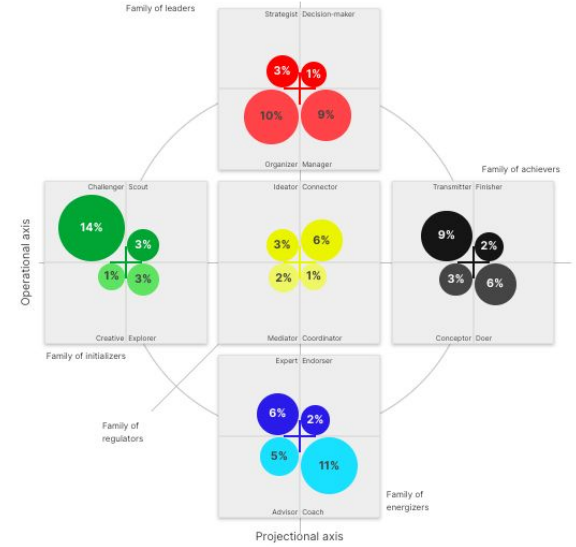
The leader



The CODIR



The whole SME





CHARACTERISE THE ISSUES



RESPONSIBILITIES

R5s are **key responsibilities**

= job/team purpose

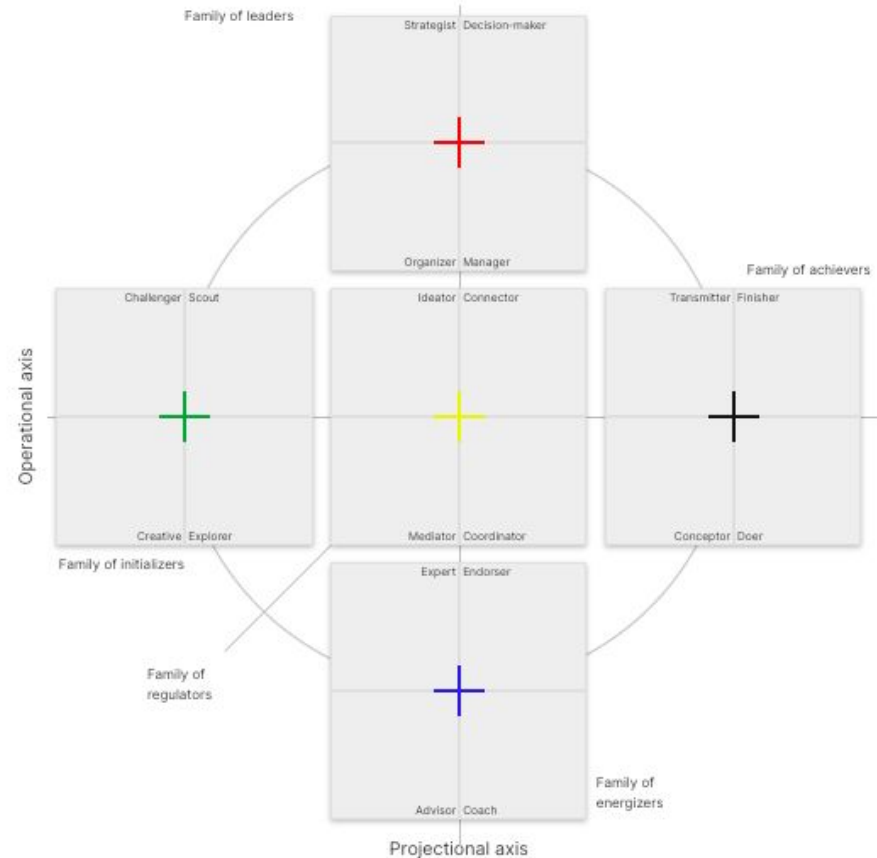
C5s are **complementary expectations**

= which will feed the responsibilities

MAXIMUM **4 R5**

MAXIMUM **5 C5**

RESPONSIBILITIES THAT MATCH TALENTS



EXERCISE: A SALES POSITION

The salesperson develops a portfolio of visiting customers and prospects on a multi-show offering for a given industry. They work mainly by telephone, social selling and email to sell "visitor solutions" or to target small and medium-sized businesses.



CONTRIBUTE TO COMMERCIAL DEVELOPMENT

- At least achieve its sales targets:
 - prospecting
 - loyalty-building (up-selling, cross-selling)
- Contact prospects and customers by telephone/email/Social Selling)
- Propose solutions by adapting your approach to the customer's needs
- Follow the different stages of the sales process: listening to needs, reformulation, argumentation, closing
- Meet customers at trade fairs to prepare for future sales.

Responsibilities and associated tasks

MANAGE YOUR BUSINESS

- Check and update data in the CRM system
- Follow-up and follow-ups
- Sourcing: identifying new contacts by company/market/territory
- Sequence and monitor campaigns
- Reporting on your activity

TEAMWORK

- Share key information with the KAM of the relevant territory
- Identify business opportunities and ensure that leads are passed on to the KAM



Profile

SOFT SKILLS

- Interpersonal skills
- Team spirit
- Organisation, rigour, discipline
- A taste for challenge

SKILLS

- Knowledge of Reed Midem's sector/market/activity, its trade shows and offerings
- Fluency in English
- Proficiency in reed Midem software

HARD SKILLS

- Mastery of reed Midem sales techniques:
 - open questions
 - reformulation
 - argumentation
 - handling objections
 - closing
- Know how to write a concise, impactful sales offer in an email, covering the customer's key issues



Tools

FOR YOUR TRAINING

- The Square
- Product/brand training
- Sales training
- Social Selling training

SOFTWARE

- SFDC
- LinkedIn Sales Navigator
- Lead Gen
- Pack Office

EXERCISE: A KEY ACCOUNT MANAGER POSITION

The KAM's mission is twofold: to develop its portfolio of strategic customers by adopting a consultancy posture and proposing the appropriate services, and also to identify and convince the future strategic partners needed for the company's growth.



Mission

CONTRIBUTE TO COMMERCIAL DEVELOPMENT

- At least achieve its sales targets:
- Identify and transform up-selling, cross-selling and new business opportunities
- Sell appropriate solutions by following the advisory sales steps: preparing for the meeting, questioning and active listening, reformulation, appropriate argumentation, closing, etc.
- Formalise customer needs into sales proposals
- Take a multi-contact approach



Profile

SOFT SKILLS

- Interpersonal skills
- Team spirit
- Organisation, rigour, discipline
- A taste for challenge and sense of result
- Credibility and impact in relation to a manager
- Ability to analyse and summarise

SKILLS

- Knowledge of Reed Midem's sector/market/activity, its trade shows and offerings
- Fluency in English
- Proficiency in reed Midem software

HARD SKILLS

- Mastery of reed Midem sales techniques:
 - Basic sales techniques (see RM sales process)
 - Multi-decision-maker approach
 - value selling
 - advanced negotiation skills
- Be able to draw up a comprehensive sales offer that takes account of the customer's issues and objectives
- Master key account negotiation
- Master SWOT analysis and sales action plans
- Be able to use influence mapping to develop and maintain a network

MANAGE YOUR BUSINESS

- Check and update data in the CRM system
- Carry out commercial monitoring and activity reporting
- Define and communicate sales action plans by analysing your sector and customer portfolio
- Coordinates and communicates with the internal players in contact with customers (sales visitors, SPOC, Opés, etc.)
- Manage sales representatives



Responsibilities
and associated tasks



Tools

SOFTWARE

- SFDC
- LinkedIn Sales Navigator
- Lead Gen
- Pack Office

FOR YOUR TRAINING

- KAM's guide
- The Square
- Product/brand training
- Training in consultative selling (value selling, advanced negotiation skills, etc.)
- Social Selling training

ACT AS A RELATIONSHIP BROKER

- Développer et entretenir un réseau chez ses clients
- Être ambassadeur de ses marques (presse, influenceurs, barbers...)
- Effectuer une veille et en partager les enseignements

EXERCISE: THE CHALLENGES OF A COLLECTIVE THE CHALLENGES OF INDUSTRIALISATION

A team of intrapreneurs (spin-off from a large company)

Developing a new product, a "game changer" for the company

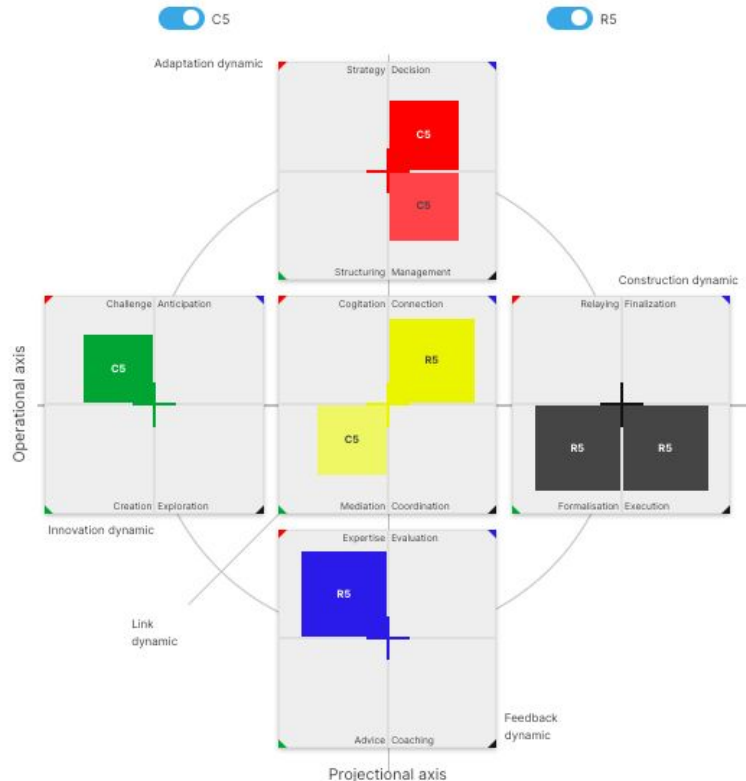
In a niche and technical market

The project has been launched, but now it's time to "prove itself" and demonstrate that the new product is profitable and can be industrialised

You need to convince both internally (prolong the investment) and externally (capture market share and demonstrate the potential).

EXERCISE: THE CHALLENGES OF A COLLECTIVE

THE CHALLENGES OF INDUSTRIALISATION



↶ ↷ Paragraph B I ☰ ☷

R5

Priority to industrialisation to achieve the expected turnover:
 R5 Achievement for reaching the target
 R5 Designer: the need to create efficient methods and processes

R5 Expert: we need to be recognised as a benchmark in the market
 R5 Connection: make yourself known, use word of mouth

C5

To boost productivity
 C5 Decision-making, so that everyone takes responsibility, takes initiative and prioritises.
 C5 Manager, so that everyone manages their projects and creates commitment for themselves and others

C5 Challenge, because we need to have a winning spirit, to overcome reluctance and obstacles
 C5 Mediation, to work together and help each other at this strategic time

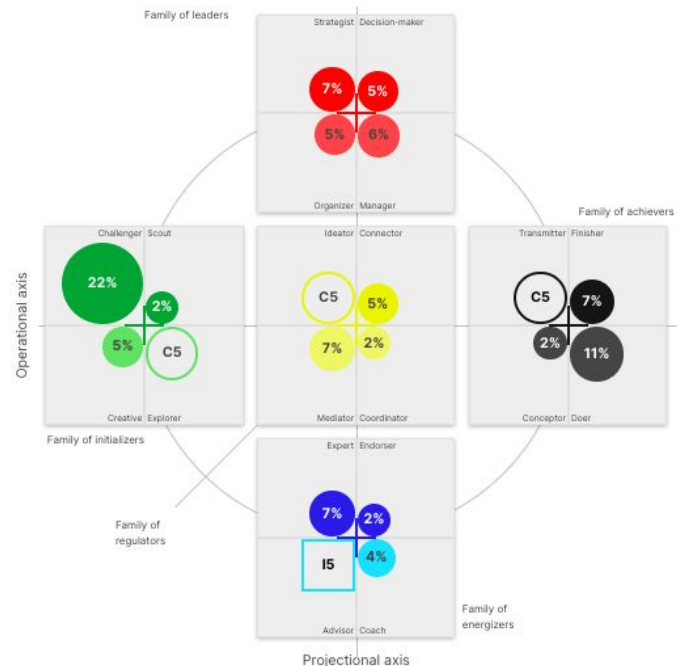
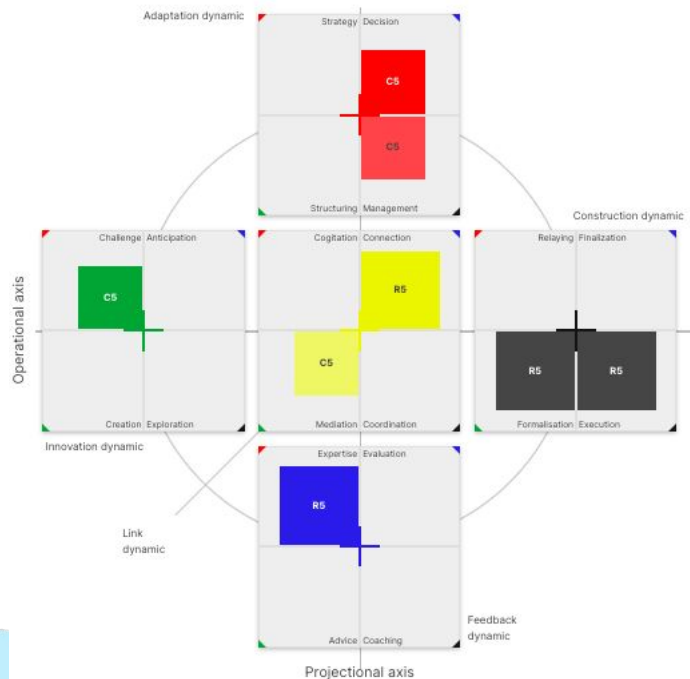


ANALYSE A GAP BETWEEN A GROUP AND ITS CHALLENGES



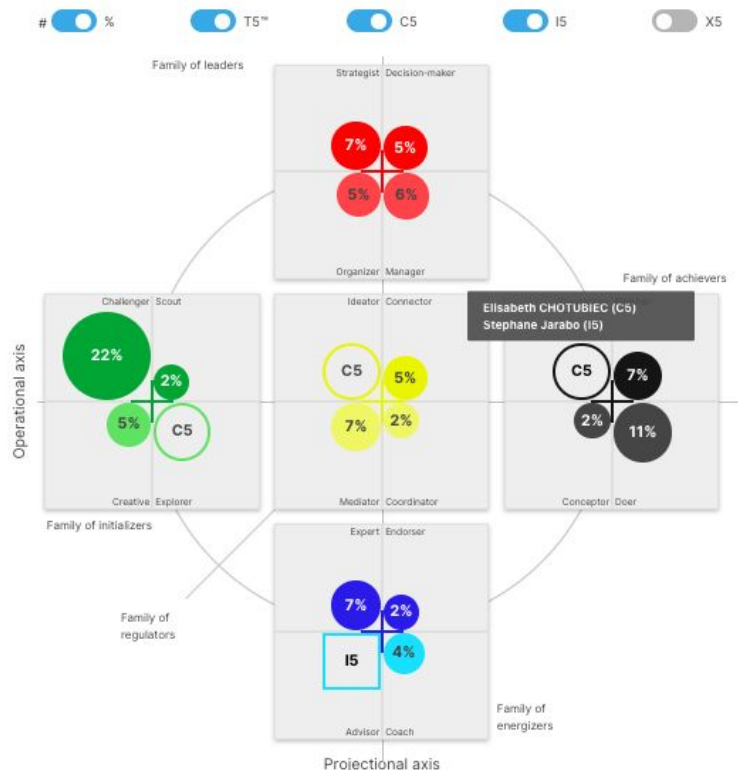
ANALYSIS: MATCHES AND GAPS

9 PEOPLE TEAM CONFRONTED WITH THE CHALLENGES OF INDUSTRIALISATION



ANALYSIS: MATCHES AND GAPS

9 PEOPLE TEAM CONFRONTED WITH THE CHALLENGES OF INDUSTRIALISATION



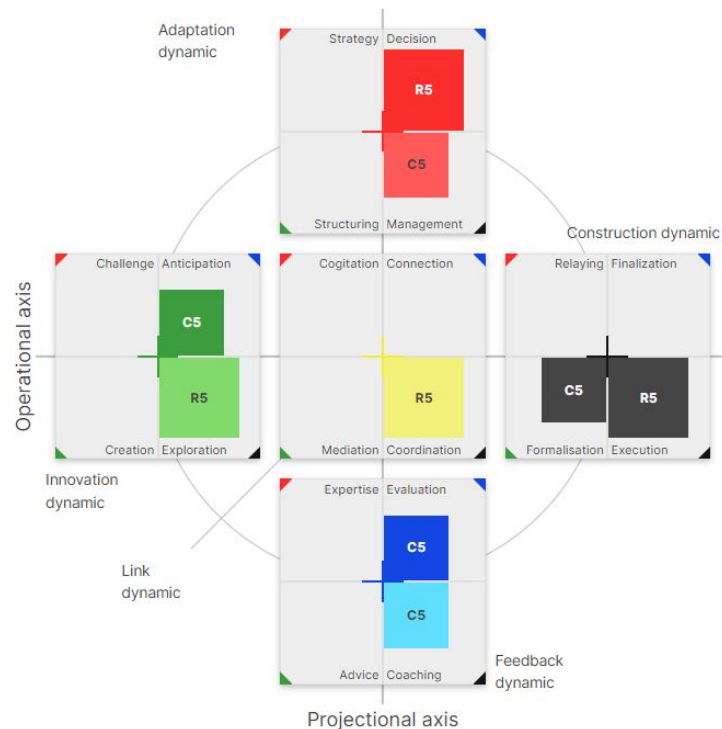
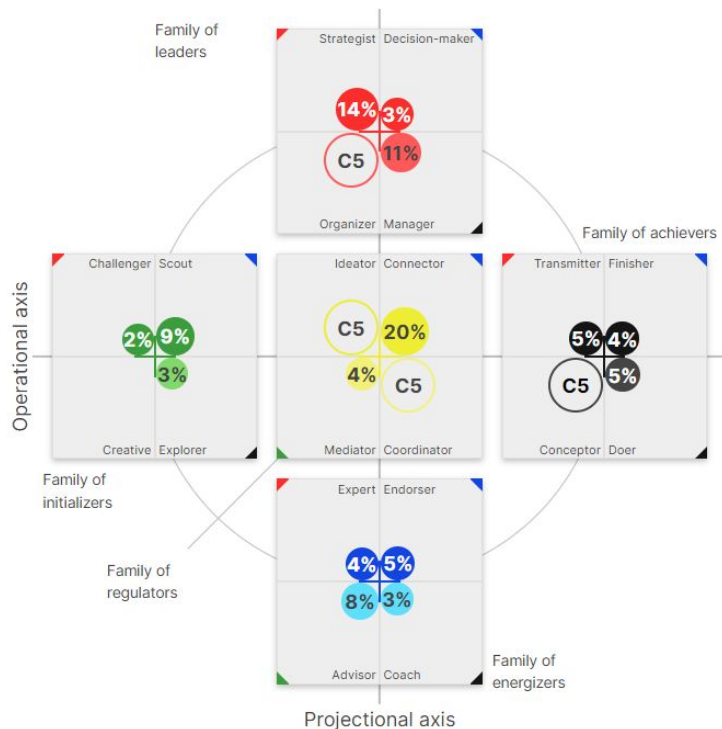
THE POTENTIAL OF THE COLLECTIVE

- A highly complementary group with 18 of the 20 talents in DNA!
- A stronger presence in operations: proposing and taking action
- A strong taste for entrepreneurial adventure (Very strong Challenger)
- A real commitment to projecting a long-term vision (5 incumbent Strategists)
- Potential for experimenting with new approaches (5 incumbent Explorers)
- the ambition for excellence (5 incumbents Finisher)

AREAS OF RISK

- Not taking the time to analyse what works well in order to anchor success in the long term and perpetuate the activity (one C5 Transmitter + one I5)
- Forgetting to listen and share best practice (no Endorser + one I5)
- Procrastinating before making a decision (5 I5 Decision-makers)
- Lacking method and process creation (only 1 T5 Conceptor)

ANALYSIS AND ACTION PLAN FOR A CODIR BU OF 8 PEOPLE



WORKING ON THREE PRIORITIES

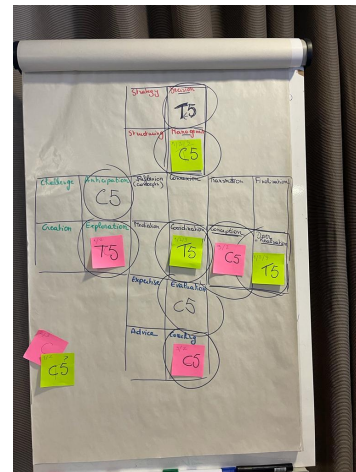
CHALLENGE #1: INCREASE PROFITABILITY

CHALLENGE #2: IMPROVE EFFICIENCY

CHALLENGE #3: LEADING IN A NEW ENVIRONMENT

INDIVIDUALLY THEN IN SUB GROUPS, PLAN ACTIONS

1. Spend 5 minutes to list collective actions to achieve these 3 objectives
2. Group into groups of 3 to discuss your ideas (mix teams as much as possible)
Spend 10 minutes exchanging, challenging and selecting multiple proposals (at least 1 per goal)
3. Share in plenary



TEAM PROPOSALS

CHALLENGE #1 INCREASE PROFITABILITY

Create ideas incubator for internal & external benchmark

Small budget for teams to develop new ideas and make it real if successful trial/quick win

Identify product or services which are the most profitable to develop/focus on

Prioritize the launch and implementation of new products

CHALLENGE #2 IMPROVE EFFICIENCY

Identify quick wins in transversal processes

Analyze process that we can simplify

Include exiders in our meetings to challenge us

Create a full decision matrix to accelerate the decision process

Harmonize level of information and reporting to improve communication between departments and avoid duplicates

Be more efficient in meetings (less meetings)

CHALLENGE #3 LEADING IN A NEW ENVIRONMENT

Reinforce the training to retain talents to anticipate the changes & be proactive

Clarify the career path for people to give perspective

Identify trainings in areas we identify weaknesses

Identify collectively the key people and define for them a retention plan and a career plan



SUPPORTING A COLLECTIVE



STANDARD SUPPORT



Accelerate the integration of a new manager into a team.

Accelerate the team's alignment and performance in achieving its objectives.

Knowing yourself
and your colleagues →

What drives me and my
management style?

Individual and team
profiles →

How can we better align
human potential with
business strategy?

Cohesion, alignment,
commitment →

How can I optimize my
team's collaboration
and alignment with its
challenges?

Feedback & anchor →

How can we make
the project
sustainable?

SPEED UP THE INTEGRATION OF A NEW MANAGER INTO A TEAM

Individual or framework contract (≥10 managers)

1

My profile and management style

- Achievement motors, levers & disincentive:
 - My T5™ profile

I answer the questionnaire and learn about my talents

- Individual debriefing

I take ownership of my profile with an expert coach

- Discover his management style by T5:
 - Focusmanager debriefing

I discuss my strengths and areas for managerial development with the coach.

2

Individual and team profiles (3,5h*)

- People review

Together with the coach, I discover and analyze the drivers of my employees' pleasure and commitment in relation to their position/stakes.

- Analyse et projection: profil vs poste

I understand my "focus" to align my team's strengths with its operational objectives.



STANDARD SUPPORT

Individual or framework contract (≥10 managers)

3

Cohesion, alignment, commitment (3,5h*)

- Collective seminar

Each team member discovers his or her individual and collective profile in relation to the issues at stake, so as to get to know each other better and achieve greater success together.
-> We build our operating and commitment pact



4

Feedback et anchor

- Follow-up, implementation and adjustment (6-9 h coaching kit over the following 6 months)

*based on a team of 6



THE PLATFORM



start.mapandmatch.com

- **Dashboard**
- **Launch a profile**
- **View a profile**
- **Save your analyses**

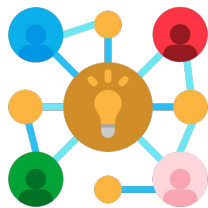


FOCUS ECOSYSTEM



COLLABORER AVEC MAP & MATCH

C'EST AUSSI FAIRE PARTIE D'UN ÉCOSYSTÈME



- **NEWSLETTER** sent every month, with all the latest map & match news
- **LINKEDIN** to keep up to date with everything that's happening at map & match
- Do you have **expertise** or **experience** that you would like to showcase? We are happy to organise **WEBINARS** with our partners
- **COMPLEMENTARY TRAINING**, to complete your initial certification and find out even more
 - Running a collective workshop
 - Boosting recruitment
 - Writing a management book
 - Analysing managerial contexts
- We stay by your side with a **PERSONALISED SUPPORT** package of 3 hours to be spent per 15 minutes.
- **COFFEE PARTNERS**, to discuss the tool and use cases
 - monthly for coaches/consultants
 - quarterly for company referrers

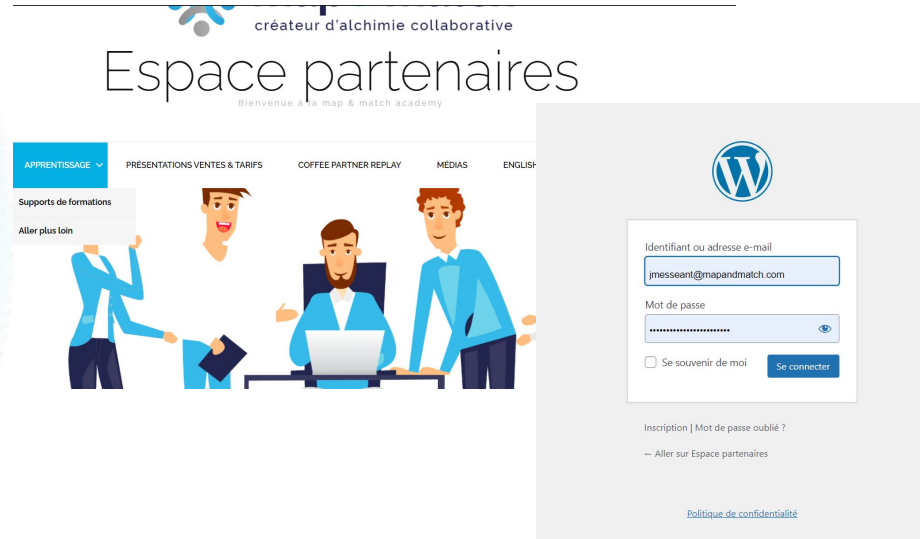
VOTRE SITE DÉDIÉ PARTENAIRE

Find all the documents you need to join our ecosystem at:

<https://mapandmatch.partners/>

Training materials, sample analyses, replays of partner coffees, price lists, sales support, English documents, etc.

- > Create your account with your login information
- > Wait for validation
- > Go back to your email to set your password



The image shows a screenshot of the 'Espace partenaires' website and a login form. The website header includes the text 'créateur d'alchimie collaborative' and 'Espace partenaires' with the subtitle 'Bienvenue à la map & match academy'. The navigation menu has links for 'APPRENTISSAGE', 'PRÉSENTATIONS VENTES & TARIFS', 'COFFEE PARTNER REPLAY', 'MÉDIAS', and 'ENGLISH'. The main content area features an illustration of three people working together around a laptop. To the right, a login form is displayed with the WordPress logo at the top. The form contains fields for 'Identifiant ou adresse e-mail' (with the example 'jmesseant@mapandmatch.com') and 'Mot de passe'. There is a checkbox for 'Se souvenir de moi' and a 'Se connecter' button. At the bottom of the form, there are links for 'Inscription' and 'Mot de passe oublié ?', and a link to 'Aller sur Espace partenaires'. A footer link for 'Politique de confidentialité' is also present.

créateur d'alchimie collaborative

Espace partenaires

Bienvenue à la map & match academy

APPRENTISSAGE | PRÉSENTATIONS VENTES & TARIFS | COFFEE PARTNER REPLAY | MÉDIAS | ENGLISH

Supports de formations

Aller plus loin

Identifiant ou adresse e-mail

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Mot de passe

Se souvenir de moi

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Inscription | Mot de passe oublié ?

→ Aller sur Espace partenaires

Politique de confidentialité



CONCLUSION



WHAT WILL YOU TAKE AWAY FROM THE DAY?

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📌 Module 3 Practice Individual profile in group Day 1 with the trainer

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👉 ✍️ **Final/validation exam (1H 1to1) ➡ In the month following Day 2**



THANK YOU!

