**HOW TO SELL WITH MAP & MATCH**

1. **Basic principles**
   * The customer doesn't buy a tool, he buys YOU
   * The tool is only there to make you more effective in meeting their needs. Ex:
     + Working better with your team
     + diagnose your organization
     + enhance your knowledge of candidates in a recruitment context
     + establish succession planning
     + Speed up the process of taking up a new post
     + Make change management more effective

* The most effective way is to make your own presentation

1. **Pitch: Presentation**

**Elevator pitch**

* map & match is a gas pedal of individual and collective performance, based on the skills and complementarities of employees. Particularly useful in contexts .....

**Difference**

* It's innovative because it relies on new soft skills based on the PLEASURE of employees in what they like to DO. There's nothing psychological, emotional or behavioral about this approach; it's about OPERATIONAL talents that reveal how a team will function, based on the energy of its members.
* Unlike other solutions, map&match doesn't address the relationships that are created within a team, but the way it functions and what it needs to develop in relation to the objectives it has set itself. Just because a team gets along well doesn't necessarily mean it will win the match.
* How it works
  + an algorithm at the heart of a 15'/20' online questionnaire to reveal a person's profile in terms of what they like to do spontaneously, what they've developed and what takes up their energy. Nothing to do with technical skills
  + a platform for analyzing an individual profile in relation to the dynamics expected of his or her role. Or to consolidate this profile within a team, to provide managers with the keys they need to develop their management skills, or to analyze the way the team operates in relation to the dynamics required to achieve the objectives set.
* Illustration.
  + Either [short presentation (on map&match partners website)](https://mapandmatch.partners/wp-content/uploads/2023/08/2023-Short-version-map-match-UK.pdf)
  + or example of a CEO book with different profiles, the example of team analysis, of the manager facing his team, of binomials
* Example of a recurring map&match customer:
  + BNP Leasing Solution et BNPPF, Comdata Groupe, Sonepar, Universal Music, Servier, Meridiam, Radio Télévision Suisse
* Use case : <https://supercollaboratif.com/category/use-case/>

1. **Reassurance elements:**
   * Research -
     + 20 years of research by Chantal Gensse Science by map&match (on partner site)
     + engineer, 2 PhDs in France, 1 PhD in the US, certified in systemics.
     + Inspired by the way living organisms function, she has identified the optimal operating rules for a social system. A company, a team, a project.
     + Revealed new talents that activate each of the identified dynamics. e.g. analysis, decision-making, formalization, structuring, management, transmission, expertise, etc....
     + Published his first book in 2003 with Eyrolles Le manager aux 5 passeports, which won the 2004 manpower management book award.

* Application that validates the model and talents
  + In the 2000s, the foundations of map&match were applied to top-level athletes (2002, Jean Pierre Vidal, François Gabart, and later Amélie Mauresmo),
  + since 2010, in consulting services for executives and managers seeking to improve their performance or transform their company
* The start of map&match:
  + At the end of 2015, V1 of the platform was released in 2016, around the Sanofi Group's HR function transformation project in France:[Sanofi - Témoignage de Marie-Pascale Colombier](https://www.youtube.com/watch?v=435zuXLizrk&ab_channel=map%26match)
* The test:
  + Three years of R&D between Chantal and her team, plus a testing specialist. To define the test modality that enables us to identify without bias (i.e. without projecting what we know how to do or think we should do) what we like or don't like to do. In 226 dilemmas, the choice made allows us to pass to the right hemisphere.

1. **Security et GDPR:**

* Security and cookies

Main principes:

Data hosted by OVH in France

Maintenance and security provided by map&match teams. Classic modalities have been audited by major groups such as Servier, BNP and Comdata.

* GDPR document on the partner site in Technical Documents : <https://mapandmatch.partners/technical-documents/>
* GDPR: [Support coffee RGPD](https://mapandmatch.partners/wp-content/uploads/2023/01/Coffee-Partenaires-Respecter-la-RGPD-avec-map-match.pdf)

**Main principles:**

* The data controller is the customer, you, the partner, are the tier 1 S/processor, m&m is the tier 2 S/processor, OVH is the tier 3 S/processor.
* The purpose of the processing is mandated by the mission and **must be communicated to users.**
* Once carried out, there is no longer any reason in the GDPR sense to keep personal data. Unless there is a strong likelihood that it will be reused in a future assignment.
* (Not specified by the CNIL, we recommend the same treatment as for recruitment, i.e. keep data for a maximum of two years, notifying the user)
* **Opposition management:**

***Tip:*** *Topic covered from 25min onwards in the Coffee partner Replay on sales:* <https://youtu.be/EXuvyk4AzhU>

| "I already have the colors/DISC" | "The DISC tool is very good, as it works on relationships and understanding the other person. The map & match model doesn't work on behavioral patterns, but on complementarity. Being effective together for greater performance, in the work and not on behavior, that's the difference".  **→ A good understanding in the dressing room is no guarantee of performance on the pitch** |
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| "I already have the MBTI” | "MBTI is a relevant tool but requires real specialization, whereas the T5 approach is easy to understand and accessible without being a specialist. An everyday tool"  "Map & match is complementary and is part of an appetence logic and not a psychological preference, it answers the question "Why do I get up in the morning?" |
| "it's too early, I've just taken up my post". | "map & match will save you time in getting to know your team". |
| "I don't have HR to manage the map & match project". | "Map & match is not an HR solution but a performance management tool". |
| "I'm afraid of being judged" | "map & match is an objective tool, each profile has its place in the team, a tool that values the differences and complementarities brought by each person". |