Huthwaite®
International

Sell

SPIN® Selling
Overview

www.huthwaiteinternational.com

Out-think, out-perform

SPIN® Selling

The Most Persuasive Thing Sellers can Do is to Show Customers that They can Provide what has been Asked for.

Obvious? Yes. So why do typical salespeople spend 95% of their time doing something else? Our unique research, involving the observation of some 40,000 business-to-business sales interactions, reveals exactly what sellers do in successful calls, and how rarely it happens.

The good news is that at Huthwaite we know exactly what your sellers should do, and how to do it. SPIN® Selling, the world's most widely-validated sales model, offers a framework for structuring sales conversations to uncover and develop needs and build value for your unique differentiators. It gives you the skills to present your solution to maximum effect.

Other approaches have come and gone, occasionally based on some research; but SPIN® remains widely adopted, producing great results, at the world's best companies. SPIN® is built on detailed knowledge of what works, and is still working today, when a seller sits down with a prospect. That's why we help 12,000 delegates each year develop their sales skills using SPIN®.

We Help You to Address Issues like These:

- "Customers just don't see why we're worth a price premium"
- "We're treated like a commodity instead of a high value supplier/partner"
- "We're just not good at dealing with professional buyers"
- "Many of our sellers come from a technical background, so they talk about technical features instead of exploring the client's business issues"
- "We need to be sure our sellers build value for our unique differentiators"
- "Our people know what they're doing, but we need to refine their skills and make them consistent – personally, across teams, and across the whole company"
- "We need skills that give us a common language and success measures throughout the business"
- "We need an approach that goes beyond training – we want to improve the quality of our customer experience."

By delivering a set of essential verbal skills that give sellers the ability to uncover and develop needs effectively, demonstrate value and make high-impact benefit statements. Described by one client as "the only way to approach B2B selling", these behaviours require sellers to move away from product-driven sales pitches and inflexible scripts to engage in customer focussed, value-driven, consultative sales conversations.

This will give you;

- a consistent approach to value creation
- more sales at higher margins
- higher levels of customer satisfaction, loyalty and retention
- shorter sales cycles
- fewer objections
- a common language to analyse, plan and report sales activities.

Programme Overview

The Huthwaite SPIN® Selling programme is aimed at anyone in sales, business development or in some other customer-facing role where demonstrating value to a prospect or customer is an important part of what you do – or should be doing. It provides an opportunity for genuine skill development as a platform for making a permanent behaviour change that will positively affect sales performance. The programme provides insights into how buying decisions are made. The SPIN® best practice model leads delegates to achieve sales advances that build value for both customers and their own organisations. The programme includes real world planning sessions to ensure that the new skills become embedded and that you achieve long-term sales improvements.

> For the first time we had to learn to listen rather than simply talk to our customers. Easy to say, much harder to achieve... However, improving the consultative sales skills (SPIN®) of our people in this way, as part of a more systematic process, offered us a unique opportunity to create clear competitive advantage for RSA in a tough insurance marketplace.
>
> RSA

Objectives

By the end of the programme, participants will;

- have analysed the strengths and weaknesses of their present selling style
- be able to describe the psychology of customer needs
- understand how major buying decisions are made
- be able to influence all members of a decision making unit
- have demonstrated the key behaviours used by effective salespeople in their verbal interactions with customers
- have a framework for planning sales calls in terms of these behaviours
- have practised behaviours that greatly reduce the likelihood of objections
- have frequently and objectively measured their performance compared with the skilled behaviour model and created an action plan for continued development of the skills after the programme.

Content

- The psychology of decision making
- Opening the call
- Uncovering and developing customer needs
- The SPIN® model:
  – Situation Questions
  – Problem Questions
  – Implication Questions
  – Need-payoff Questions
- Demonstrating capability
- Practical tools to analyse and organise a persuasive case
- Obtaining commitment
- Objections – prevention and handling.

Methodology and practical issues

We believe that learning is doing, so the programme is highly interactive with formal inputs interspersed with high levels of delegate activity. It involves participants working in small groups or pairs to practise and receive feedback on their skills, set against the success model. Roleplays are digitally recorded and analysed using the SPIN® analysis tool to provide objective feedback and targets for behavioural improvement. Participants receive a practical workbook and a comprehensive reference book, both designed for use during and after the programme, so that the process of reinforcement starts at the moment the training ends.

The event is available as a comprehensive three-day classroom programme, a two-day blend of web-based knowledge and classroom-based integration, or in a modular virtual format that allows participants from different parts of the world to participate in live training simultaneously. It is usually delivered by one Huthwaite consultant for a maximum of twelve delegates (or eight for virtual).

Customisation options

To maximise the return on investment from the programme our approach can, if you wish, incorporate the following activities in addition to the training itself:

- Pre-programme consultation to customise programme content, roleplays and exercises
- Pre-programme measurement of skill level to provide a benchmark for post-programme assessment
- Integration with client CRM
- Training of, and alignment with, your Marketing function through SPIN® Marketing
- Multi-lingual rollout across the world
- Coaching and reinforcement, through SPIN® Coaching and a variety of online or face-to-face integration tools and events.

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