

Why SPIN® Coaching?

For some SPIN® sellers, training alone, however good, might not fully achieve its potential impact on performance. Without support and reinforcement, some sellers struggle to transfer their newly acquired skills in the real world.

At Huthwaite, we believe the best way to empower and develop your sales team is through coaching. Done well, it can supercharge existing SPIN® skills – unlocking even more potential to create value, generate more sales and reach higher levels of customer satisfaction.

We know that achieving a coaching culture isn't easy. That's why we start with a pragmatic look at the available resources, a set of practical SPIN® tools that can be used by coaches and sellers every day, and work with you to create a solution that delivers permanent behaviour change to achieve the sales performance improvement you are looking for.

Adopting SPIN® Coaching will give you:



A consistent way of developing and empowering your sales team



Coaching tools and activities that will embed behaviour change and optimize the coaching effort



A clear understanding of the coaching role and its impact on the business – at all levels



Ability to create a coaching culture that delivers permanent behaviour change and long-term sales performance improvement.

Who is SPIN® Coaching for?

It's perfect for anyone involved in sales coaching, including Sales Managers, HR and L&D specialists and peer-to-peer coaches. A SPIN® Coach will help colleagues plan, execute and review their sales approach to see how their verbal behavioural profile compares with our best practice model.

We help you to address issues like these:



“Our training gets highly rated but struggles to deliver the performance improvement we are looking for”

SPIN® Coaching helps sellers to transfer their newly acquired skills in the real world.



“Our people got great learning and insight from the SPIN® training but we need to make sure their rate of behavioural change is supported once the Huthwaite people have said goodbye”

Supporting SPIN® trained sellers in their commitment to change is the most effective way to embed skills and build confidence.



“The SPIN® planning tools are spreading well among our trained sellers; now we need to be sure they’re always used properly”

Our SPIN® Coaching toolkit allows for coaching around call planning, through live call observations and via the use of call reports/notes so coaches can accurately observe the proper use of SPIN® behaviours and tools.



“We want our managers to coach but it just doesn’t happen – at least it doesn’t happen well”

Huthwaite experts can make suggestions on how our SPIN® coaching toolkit and activities can realistically be used by coaches and sellers every day.



“We’re reluctant to invest in training when we can’t measure the impact it has had”

Coaches can clearly measure levels of SPIN® competency using the SPIN® Toolkit. For coaches who want to look deeper there is the option to include Behaviour Analysis training to enable live observation of seller behaviour in real-world sales meetings.

Why does SPIN® Coaching work?

SPIN® Coaches can use our clearly defined success model to measure how closely their SPIN® practitioners are executing the behaviours and processes which correlate with successful sales outcomes. Using this information, they can target specific areas where coaching will bring the most benefit and support them in closing any gaps.

The success of SPIN® Coaching is proven time and again over decade and across industries. We surveyed over 800 SPIN® Selling participants and 90% agreed that our training course will make them more effective at planning and executing sales calls. But, when training and coaching were combined in a sustained effort, 99% agreed that it will help them improve their team's effectiveness.

Benefits for coaches



Understand what good SPIN® behaviours look like and assess your salesforce against best practices



Gain a clear understanding of your role as a SPIN® coach and how you can positively impact your team and your business



Develop coaching skills that can markedly improve your own successes as a coach in addition to your salesforce



Build a coaching repertoire which allows you to match your coaching style to the ability levels of the individuals you are coaching.

Benefits for your business

- Supercharge the SPIN® skills you already have within your teams
- Improved revenues and margins from a more productive and effective salesforce
- Achieve a coaching culture that unifies and supports sales across your operation
- Processes and tools which make it easy to analyse, review, plan and report sales activity.

SPIN® Suite training programme

Our suite of sales enablement solutions are designed to support your organisation where you need it most. These solutions work together to strengthen each stage of your sales process.

01 SPIN® Selling

SPIN® has, for the last 40 years, proven to be the most effective way to improve the sales success of organisations in a variety of sectors to deliver bottom-line results.

02 SPIN® Coaching

Equips coaches to deliver a positive compound effect that can supercharge the skills of your SPIN® trained sales team.

03 Account Strategy

Account Strategy will help you maximise major sales opportunities by focusing on the journey the customer makes in arriving at a major decision.

04 SPIN® Marketing

Helps marketers build value alongside their sales colleagues and ensure message, media and sales conversations are congruent and joined up.

05 SPIN® in a virtual world

This workshop will refresh your SPIN® knowledge and understand how to adapt your existing SPIN® selling behaviours to selling in a virtual world helping you to achieve successful sales outcomes.

06 SPIN® in Proposals & Presentations

This workshop uses SPIN® skills to achieve maximum impact and persuasiveness with both sales proposals and presentations as part of a consistent, joined up sales strategy.

07 SPIN® Refresher

A dynamic programme that covers the key areas of the SPIN® methodology and behaviours needed to fully restore SPIN® expertise.