

Huthwaite SPIN® Selling



At Huthwaite International we have been delivering real sales and negotiation performance improvement for more than three decades. As a result we are confident we can show you how to make a real and lasting improvement to your results, no matter what your level of experience or current performance. All our training is derived from field research into what high performers do to distinguish themselves from the rest.

SPIN® Selling is the definitive course for consultative selling in a business-to-business environment. SPIN® has proved to be the most effective way to improve your sales success and deliver bottom line results.



Huthwaite SPIN® Selling builds the skills essential to success by helping you to:

- use a consultative approach to explore customer needs in depth, ensuring you fully understand the problems the customer has to solve, how they impact on their business and what the best solution will be
- develop greater value for your solution, so your customers can see the real benefits of adopting your product or service
- develop a strong competitive position, to help win more business in a highly competitive environment
- have a strategy for dealing with objections
- understand your own selling behaviours, compare them to the SPIN® model and develop an action plan to continue developing skills after the course
- produce a significant increase in sales revenue.

Training design

We deliver SPIN® Selling through a highly interactive process using exercises, roleplays and trainer inputs. Feedback on selling skills is provided through small group reviews and trainer input.

Course outline - Day 1

- Introduction to selling skills and how customers make decisions
- Sales roleplay*
- Understanding, uncovering and developing customer Implied Needs
- Sales roleplay*

Course outline - Day 2

- Understanding, uncovering and developing customer Explicit Needs
- Methodology for note taking in sales calls
- Sales roleplay*
- Product Features, Advantages and Benefits
- Call opening

Course outline - Day 3

- Objection handling
- Gaining customer commitment
- Sales roleplay*
- Persuasive Case Analysis – planning to sell to your strengths
- Conclusion and action plan

Who should attend?

In addition to sales executives and sales managers, this course can be highly beneficial to engineers, technical specialists or sales support staff involved in the selling process or who may be exposed to selling opportunities in their work with customers.

Contact us

For more information about Huthwaite SPIN® Selling or other Huthwaite Open courses please go to: www.huthwaite.co.uk/open or call the Open Coordinator on +44 (0) 1709 521 243.

* All roleplays follow the format of plan, practise, receive feedback and review.