

SPIN® Coaching - Virtual



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.

This course helps managers and coaches to embed SPIN® skills, improve confidence and ultimately help performance through the application of SPIN® tools. The course is run through our virtual platform so delegates can attend by connecting through an internet-enabled computer and a telephone.

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

- Coach members of your team in the use of the Persuasive Case Analysis (PCA) and SPIN® Call Planner tools in preparing for sales calls
- Use the T form and call outcome categorisation to review sales calls.
- Provide feedback to an individual and coach them on what they need to improve, based on review of the completed SPIN® Selling tools.



Training design

At Huthwaite we recognise that without intermediate reinforcement, the skills learnt on a training programme soon disappear when delegates get back to the real world. Learning a new skill is difficult, takes time and regular practice, and to get better, learners need regular feedback on how they are progressing, what they are doing wrong and how to improve. This is where intermediate coaching for reinforcement can make such a difference.

We deliver SPIN® Coaching - Virtual through a highly interactive process using exercises, a case study and trainer inputs. Feedback on coaching skills is provided by the trainers after the event.

Course outline - Pre-work

- Online SPIN® Knowledge Checks (minimum 20 mins)
 - If delegates need to access the SPIN® Knowledge e-learning to pass the Knowledge Checks this may then take up to two hours)

Course outline - Virtual training

- A four-hour interactive virtual session to include reviewing the case study SPIN® Selling tools and culminating in a recorded roleplay when delegates coach each other in a case study scenario.

Who should attend?

Sales Managers, coaches and anyone who needs to coach SPIN® skills following a SPIN® Selling programme. It is essential that coaches have themselves attended a Huthwaite SPIN® Selling Skills programme in the two years preceding the coaching course.

Contact us

For more information about Huthwaite SPIN® Coaching Virtual 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.