

Datex-Ohmeda – creating a common sales language.

When two companies join through merger or acquisition one of the most critical factors in the success of the new organisation is the development of a new one-company culture which is shared and understood by all employees. Although SPIN® Selling Skills is designed as a programme to improve sales techniques and processes, a by-product of the introduction of SPIN® into such an environment can be that it not only develops these skills but it also provides the team with a shared experience, language and framework for working together.

One example of where this is working in practice is medical equipment company Datex-Ohmeda. Datex acquired one division of Ohmeda in April of 1998 to form the enlarged company which now offers the complementary products - anaesthesia and monitoring equipment. There is a lot of synergy in the new sales offering. The two product lines are aimed at the same target audience and very often the same person or group of people are responsible for the decision making. Huthwaite International has in the past worked

with business divisions of both Datex and Ohmeda in various countries.

Ian Harper, National Sales Manager at Datex-Ohmeda comments: *"The first half of the sales team have completed the SPIN® Selling Skills training and the feedback is very positive. You can already see the benefits in the way that people are communicating and sharing information using a common language. It has provided a good basis on which to discuss and agree both the sales and the marketing strategies for Y2K. I think the real result is the cohesion that it has brought to the team."*



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