

Major Swiss Bank endorses SPIN®

Hans Ulrich Schwegler, Huthwaite's Swiss licensee has recently been featured in Bank Leu 's client newsletter *Der Leu*. Bank Leu is a prestigious private bank based in Zürich, and has developed its reputation for good personalised service since it was formed in 1755. Hans Ulrich has been delivering training programmes for two years.

The article entitled, "*Good questioning is half the battle!*" appeared in an issue of *Der Leu* earlier this year and was written by Hilde Voigt, Head of the Training Department at Bank Leu. It was distributed throughout the bank and to its clients around the world.

The article looks at how SPIN® works and how it helps Bank Leu to improve its high level of customer service. Opening with a definition of SPIN®, the article then goes on to

look at the way in which SPIN® is implemented through a series of questioning techniques.

Bank Leu acknowledges the usefulness of SPIN®, mentioning how closely the investment adviser must examine the needs of the customer.

Hans Ulrich has recently delivered programmes to both private bankers and customer portfolio managers at the bank, and by early 1996, seventy people from the Investment Adviser division will have been introduced to the 'art of SPIN®'. Hans Ulrich's training is supported by Bank Leu's in-house coaches, who work with the participants after the initial training to consolidate their knowledge of SPIN® techniques.

The bank ensures that the conditions are good for learning.

Participants are taken to a 'SPIN® Hotel', the Hotel 'Hof Weissbad' in Appenzall where all the courses - the three day basic course and two days follow-up - are held. A range of extra-curricular activities are an offer to relieve the intensive work load, participants are actively encouraged to listen to dulcimer music, and take pleasant walks in the area. For those participants who prefer good food or wine, fondues from the hotel cheese shop and night-caps are also encouraged, all this to ensure that participants sleep well, and wake revived, ready to face another day.

The successful implementation of SPIN® in Switzerland has resulted in Hans Ulrich Schwegler being invited to make a presentation about his work to Bank Leu Limited in Hong Kong.



Bank Lieu Training Event