

SPIN[®] brings sales success at Rational

Huthwaite International is proud to have virtually grown up with the information technology revolution, from its earliest days 25 years ago.

Hardware and software companies large and small have sought training solutions from Huthwaite. One of the latest to do so is Rational, a US software company producing application development tools. The work involves input from Huthwaite on both sides of the Atlantic: Huthwaite International and Huthwaite Inc. of the USA.

Rational's clients range from large vendors such as Microsoft, to in-house application development teams in companies of all shapes

and sizes; from companies who have products containing software which they want to upgrade (such as Nokia), to independent programmers offering their services.

A major line of business for Rational is the fully-integrated software suite to blue chip companies, and one of its most successful sales areas for the international company is Scandinavia. The project with Huthwaite is nothing less than a global sales training implementation, backed up with coaching on the job.

Huthwaite's UK-based consultant, Alastair Black has led the Northern European delivery of the training and it is clearly working. Feedback shows that sales in the region have doubled in twelve months, and Rational's Sales Training Manager Petter Gulbrandsen says:

"The SPIN[®] model provides an excellent framework for our sales people to develop and improve their effectiveness. The results of the training can be seen in the success of our sales teams."



"The SPIN[®] model provides an excellent framework for our sales people to develop and improve their effectiveness. The results of the training can be seen in the success of our sales teams."

Petter Gulbrandsen, Sales Training Manager, Rational