

Domino stay ahead of the rest with SPIN[®] Selling Skills

In any modern business, it pays to keep one step ahead of the competition - that's why Domino, a world leader in the manufacture and supply of industrial ink jet and laser printing equipment, decided to reassess its core strengths as part of its mission to be the leading industry figure worldwide. In doing so, Domino quickly identified its sales team as an area of great importance and realised that in order to reach its goal, it needed to give its sales people the best skills available to enable them to maximise their potential - which is why they turned to Huthwaite's SPIN[®] Selling skills.

As one of the pioneers of a technology that allows codes to be printed on anything from an egg to a tablet, Domino has found that increased competition in the marketplace has placed greater emphasis on staying ahead. In recent years, coding - marking products not only for hatch

identification, but also 'best before' dates to provide food and drink consumers with added confidence in the freshness of the product - has become an essential part of the manufacturing process.

Recent EU legislation, making coding compulsory on all food products, has only served to increase demand for coding technology, and the industry has benefited from considerable growth as a result.

To ensure that its sales team is equipped to deal with the demands of this increasingly crowded marketplace, Domino decided to enlist the help of Huthwaite, and its SPIN[®] Selling Skills training programme. In addition to an initial training programme involving 110 sales people, SPIN[®] Selling will be rolled out, to eventually train as many as 200 salespeople across the UK, France, the Netherlands, Spain, Germany and North America (US,

Canada and Latin America). The same high quality skills development will be experienced by Domino's sales people in China, where a Domino trainer has attained accreditation from Huthwaite to allow delivery of the SPIN[®] model in local language.

Vicki Sanderson, Domino's HR Manager comments: *"We've had experience of using SPIN[®] in the past and felt it was the right model to enable our sales team to maximise their potential. So far, the initial feedback has been extremely positive - our sales representatives are now securing face-to-face meetings with prospective clients where they had previously had little success. The training has not only allowed our salespeople to develop a proven methodology for establishing meetings and getting in to client sites, but has also made them much better equipped to understand customer problems and identify their needs".*



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