



Huthwaite SPIN[®] Selling Tools

As a sales person you get:

A set of tools that increase your sales effectiveness by reinforcing your use of SPIN[®].

A call planner that makes sure you 'think' SPIN[®].

A call report that allows you to import and modify call plans – information is only entered once.

Help in identifying and avoiding likely objections.

A Balance Model that quickly predicts the likelihood of sales success.

E-learning that reminds you of the SPIN[®] approach and helps you use the call planner effectively.

An application that runs on your desktop or integrates with your CRM system or contact manager.

If integrated with the CRM the ability to share the information across the team.

As a sales manager you get:

An accurate view of how a sales call has been planned, reported and, therefore, conducted.

Information to carry out effective reviews with individual sellers and with the sales team.

A sales force that has the SPIN[®] methodology continually reinforced and that repays your SPIN[®] investment through increased sales.

With the CRM linked version you also get:

- A repository of information that aids speedy and accurate call planning and reporting.
- A tool that gives sales people a reason to enter information into the CRM system.
- Information to help you create powerful marketing collateral.
- Sales intelligence and reports that focus on the areas that make sellers successful.

Technical:

Runs on Windows XP, Vista and Windows 7.

Can be integrated with all the major CRM and contact management systems.

In a CRM system the SPIN[®] Selling Tools are launched from the Contacts screen.

Available in standalone form as part of the collateral of SPIN[®] training.

Comes with e-learning that takes users through the tools and reminds them of key SPIN[®] principals.

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To order:

For the individual practitioner

The individual, desktop version of the SPIN® selling tools are now available to delegates on face-to-face or virtual SPIN® Selling Skills training programmes. The tools will be introduced during the programme and the electronic tools, plus e-learning covering the use of the SPIN® Selling Tools and the key SPIN® concepts and terms, will be available for download at the end of the programme.

For the sales team

The individual version of the SPIN® Selling tools increases individual effectiveness. However, if sharing key information across the sales team is important for team effectiveness, call review or manager coaching then the SPIN® Selling Tools can be integrated with your CRM or sales automation system. If you do not have a CRM in place then the Huthwaite Team Edition will provide the required connectivity and will give you the ability to share and review powerful and persuasive sales information across the team. For details on purchasing multiple licences, telephone our enquiry team 01709 710081 or email toolbox@huthwaite.co.uk.