

Overview – SPIN[®] Selling

Objectives

By the end of the programme each participant will:

- have analysed the strengths and weaknesses of their present selling style
- be able to describe the psychology of customer needs
- be able to describe the key behaviours, or skills, used by effective salespeople in their interactions with customers
- have a framework for planning sales calls in terms of these behaviours
- have frequently practised using the skills to develop customer needs in a way that greatly reduces the likelihood of objections
- have a strategy for dealing with difficult customers who raise objections or have low reaction levels
- have measured objectively their performance compared with the skill model and created an Action Plan for continued development of the skills after the programme.

Target audience

Any employees involved in the sale of goods or services, which are seen as high-value, important decisions by the buyer. In addition to the obvious audience of sales executives and sales managers, this programme can be very beneficial to engineers, technical specialists or sales support staff who are involved in the selling process or who may be exposed to selling opportunities in the course of their work with customers.

Programme content

- Basic principles of Behaviour Analysis – how it is used in research and skill development.
- Understanding your present selling style – are you a natural 'pusher' or 'puller'.
- The psychology of customer needs – Implied and Explicit Needs defined – what they tell you about the customer's state of mind – which needs predict success in the sale.
- Opening the Call – avoiding a 'canned' approach – establishing the right to ask questions.
- The SPIN[®] model for developing Needs:
 - Situation Questions
 - Problem Questions
 - Implication Questions
 - Need-payoff Questions.
- Demonstrating your Capability – the *real* definition of a Benefit – dangers of Features and Advantages.
- Objections – the myth exploded; they don't indicate interest or opportunity – how to prevent them – how to handle them.
- Low Reactors – how to identify them – why they are dangerous – how to handle them.
- Closing – why early, frequent closing is dangerous – the one, simple way to gain a commitment.

Faculty and group size

The programme is delivered by a Huthwaite consultant experienced, whenever possible, in the customer's industry. To ensure that each participant receives individual attention, training group size is limited to a maximum of twelve.