

Overview

Huthwaite SPIN[®] Selling Skills



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Sound familiar?

- 1 Your products and services are great, but it's the solutions that surround them that deliver real long-term revenue and profit.
- 2 When it comes to selling those solutions, your people have excellent technical skills, but struggle to build a business case that persuades high-level decision makers.
- 3 Your customers' buying processes take longer, involve more people and it's really difficult to identify if progress is being made.
- 4 You look multi-national, but in front of the global customer you act as if you are multi-local.
- 5 Critically, when it comes to tackling these problems, your whole sales organisation lacks a common sales terminology to understand what's causing them – never mind how to go about dealing with them.

Prefer this?

- **13% increase in gross profit.**
- **63% increase in orders from new accounts.**
- **15% increase in turnover two years running following training.**

These are **independently verified results** that we at Huthwaite International have achieved for some of our clients.

How is it done?

In a world that is ever-changing some fundamentals don't. It was the late 70s when we first used Behaviour Analysis on a sample of 6,000 B2B sales visits and identified SPIN[®] – the behaviours that successful major account salespeople use when they meet customers. We've spent the intervening years constantly validating that discovery, building that original sample to a total of over 40,000 that encompasses every sector and most countries.

In the process, we've helped thousands of salespeople in small, medium and large sales operations to adopt those behaviours. They have gone on to deliver the sort of change in performance described above, justifying our claim to:

Change Behaviour. Change Results.™

SPIN[®] remains the sales methodology of choice for many of the world's leading corporations. Their market position demands that they sell on value, not price. You can see who they are and read some of their stories – including those who enjoyed the results cited above – by visiting the Library section on our website www.huthwaite.co.uk.

Why does SPIN[®] work?

Success in major sales demands a 'consultative' approach that ensures the benefits of your solution are clear. But what is meant by these terms? The first has to be about asking questions rather than 'pushing the product'. However, it is not the style of questions – whether open or closed – that matters; it's their **purpose**.

SPIN[®] is an acronym for the four question types whose purpose is to uncover and develop strong customer needs. They help your customers:

- Fully appreciate the scale and impact of the problems they are facing that your offering can solve.

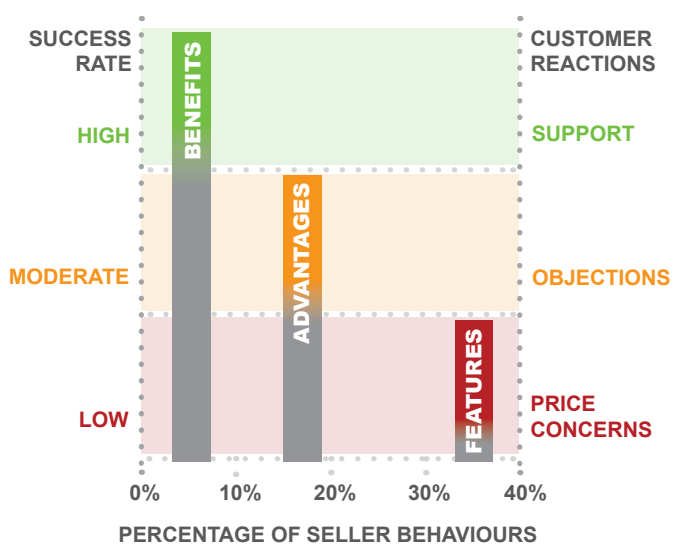


- Understand the full value that their business will derive by adopting your product or service.
- Recognise and value those key aspects of your solutions that differentiate you from your competitors.

This allows your sellers to show how their solution meets the customer's Needs by stating real and often unique Benefits. Customer approvals rise, leading to increased sales revenue and profitability.

There is an alternative, but it is not an attractive one. If sellers can't develop strong customer needs, all that's left is to promote the product, using Features or general Advantage statements.

Our research shows that this tends to result in customer objections and concerns around price, as illustrated below.



Developing strong customer needs is far more successful than relying on Features or general Advantage Statements.

Why Huthwaite?

The Huthwaite Approach is what makes us performance improvers rather than just sales trainers. Of course effective delivery of excellent training content supported by quality materials is critical. But it's what we can do for you before and after that makes the real difference. For example:

If you want to:

- **Measure the return on investment in the training.**
We can observe your people in action and collect objective data for a 'before and after' comparison.
- **Link the training to your people's real world to minimise resistance and low application.**
We routinely develop customised practice materials that replicate the real customers and scenarios that your people face.
- **Have a delivery mechanism that reflects your organisation's unique needs and constraints.**
Our designers build events using an appropriate blend of learning – from the traditional 'classroom' through to our 'Virtual Training Campus'.
- **Maximise the business results payoff from your investment in the project.**
Sales managers we've trained as SPIN® field coaches have helped deliver the most spectacular results.
- **See the new skills still being applied in the years to come.**
The Huthwaite Sales System includes a set of tools that integrate the new skills into your people's daily sales routines.

It's this method of sustaining the change in behaviour that is the secret to it translating into business results. What's more, our global project management expertise can bring you a consistent international solution in over 30 languages and 40 countries through our well-established local partner network.



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