

Customer expectations change all the time in a business to business environment. People increasingly expect the same level of sales personalisation they experience as a business to consumer customer and it is often claimed that buyers get halfway through the Buying Cycle™ before they even engage with a salesperson. At the same time, the complexity of many sales solutions and the number of people involved is increasing. Considering all these, and other changes, it's crucial that buyers can easily perceive and appreciate the value that salespeople bring.

Using Huthwaite SPIN® Selling behaviours and tools, sellers can build the skills to structure and execute sales conversations to uncover and develop needs and present valued solutions to maximum effect. This consultative sales methodology is built on detailed knowledge of what works, and is still working today when a seller sits down with a prospect (or engages with them virtually), because it is grounded in observed, timeless human behaviour.

Overall, adopting the SPIN® methodology will give you



A coherent approach to creating value



Higher levels of customer satisfaction



More sales at higher margins



A consistent sales approach



Fewer customer objections



Shorter sales cycles

Who is SPIN® for?

The Huthwaite SPIN® Selling programme is aimed at anyone in sales, business development or in other customer facing roles where demonstrating value to a prospect or customer is an important part of what they do – or should be doing.

It's these other 'non seller' but customer facing roles that can have a big impact on customer experience but often get forgotten about. How many people within your organisation have touch points with customers or clients and can help to advance the buying process? Pre-sales consultants, inside sales professionals, project managers, technical consultants and engineers all have access to real customer voices and the ability to make a significant impact on the customer experience. When the SPIN® methodology permeates an organisation, it ensures all interaction within each department and at every level is useful and compelling for the customer and will incrementally build value for your solution before, during and after the sale.

We help sellers address common challenges like these



“Customers just don’t see why we’re worth a price premium.”

SPIN® delivers a set of essential verbal skills that give sellers the ability to uncover and develop needs effectively, demonstrate value and make high-impact benefit statements.



“We’re treated like a commodity instead of a high value supplier.”

Using the SPIN® methodology ensures every interaction with a customer is insightful and compelling – this offers higher levels of customer satisfaction, loyalty and retention.



“Much of the sales pipeline progress data that goes into our CRM isn’t credible because we have no honest way of knowing how well a sales meeting really went.”

SPIN® introduces objective, incontrovertible criteria for measuring the success of each customer interaction against the planned outcome, and to provide the evidence from within the SPIN® toolkit.



“We need an approach that goes beyond training – we want to improve the quality of our customer experience.”

The SPIN® methodology ensures every interaction is useful and valuable to the customer, ensuring sellers have the opportunity to exceed customer expectations at every stage of the Buying Cycle™.



“Many of our sellers come from a technical background, so they talk about technical features instead of exploring the client’s business issues.”

SPIN® skills enable salespeople to move away from product-driven sales pitches so they can engage in customer focussed, value-driven, consultative sales conversations.









“Our people know what they’re doing, but we need to refine their skills and make them consistent – personally, across teams, and across the whole company.”

SPIN® helps your customers create their own vision of what a successful sales outcome should look like – this will give you shorter sales cycles and a common language to analyse, plan and report sales activities.

Why does SPIN® Selling work?

SPIN® Selling was developed here at Huthwaite International - our unique research involving the observation of some 40,000 business to business sales interactions reveals exactly what successful sellers do. Asking people what they do is never as authentic as observing what they do and we continue to research, challenge and evaluate our original findings. The key to successful selling is not down to gimmicks or tricks, but the result of measurable, trainable behavioural patterns.

-  **Psychology** – understand the psychological phases that buyers go through when making significant buying decisions and how to respond at each stage
-  **Product/customer fit** – understand why customer objections arise, how they block sales and how to pre-handle and neutralise them
-  **Differentiators** – build a comprehensive persuasive case around your strongest differentiators relative to each opportunity and each decision maker
-  **Sales progress** – find out how to qualify true value to your customer and quantify their commitment to buy
-  **Incremental learning** – plan, practise, feedback and review time to build knowledge, develop behavioural skills and apply processes and tools
-  **Real world application** – plan, execute and review sales calls using SPIN® behaviours, tools and processes

Benefits for your business

- Improved revenues and margins from a more productive and effective salesforce
- A more consultative selling style that helps to build deeper, long-term client relationships
- A common sales language which unifies the face of sales throughout your operation
- Processes and tools which make it easy to analyse, review, plan and report sales activity
- A sustainable sales method and development path aiding job satisfaction and staff retention

Benefits for sellers

- Evaluate how consultative your existing selling style is and *how* you can articulate value to the client
- Measurable and sustainable improvements in confidence and competence
- Strategies and tactics to create differentiation and, prevent and handle objections
- How to interpret your sales call outcomes to achieve more sales in less time
- A globally accredited qualification, held only by the best sellers in the world

SPIN® Suite training programme

Our suite of sales enablement solutions are designed to support your organisation where you need it most. These solutions work together to strengthen each stage of your sales process.

01 SPIN® Selling

SPIN® has, for the last 40 years, proven to be the most effective way to improve the sales success of organisations in a variety of sectors to deliver bottom-line results.

02 SPIN® Coaching

Equips coaches to deliver a positive compound effect that can supercharge the skills of your SPIN® trained sales team.

03 Account Strategy

Account Strategy will help you maximise major sales opportunities by focusing on the journey the customer makes in arriving at a major decision.

04 SPIN® Marketing

Helps marketers build value alongside their sales colleagues and ensure message, media and sales conversations are congruent and joined up.

05 SPIN® in a virtual world

This workshop will refresh your SPIN® knowledge and understand how to adapt your existing SPIN® selling behaviours to selling in a virtual world helping you to achieve successful sales outcomes.

06 SPIN® in Proposals & Presentations

This workshop uses SPIN® skills to achieve maximum impact and persuasiveness with both sales proposals and presentations as part of a consistent, joined up sales strategy.

07 SPIN® Refresher

A dynamic programme that covers the key areas of the SPIN® methodology and behaviours needed to fully restore SPIN® expertise.