

SPIN[®] Coaching Overview



SPIN[®] Coaching



Embedded Skills: The Fast Track to Profit

In a survey of more than 800 SPIN[®] Selling participants, 90% agreed that our training course will make them more effective at planning and executing sales calls. But, when training and coaching were combined in a broad and sustained effort, 99% agreed that it will help them improve their team's effectiveness.

In a word, coaching, done well, can supercharge the SPIN[®] skills that are already putting you in the fast lane. Training alone, however good, might not fully achieve its potential impact on performance. Without reinforcement, some students struggle to transfer their newly acquired skills to the real world.

Part of the value of SPIN[®] Selling comes from the very specific behavioural skills participant learn, and long-term change comes from the accurate application of those behaviours. Practising new skills isn't easy and can often feel uncomfortable at first. Supporting them in their commitment to change is the most effective way to embed skills.

At Huthwaite International we help learners develop and embed their skills through a regime of reinforcement and coaching.

Achieving a coaching culture isn't easy. That's why we start with a pragmatic look at the available resources, and work with you to create a practical solution that delivers permanent behaviour change and the performance improvement you are looking for.

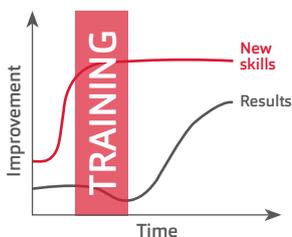
We Help You to Address Issues Like These:

- "Our training gets highly rated but struggles to deliver the performance improvement we are looking for"
- "Our people got great learning and insight from the SPIN[®] training but we need to make sure their rate of behavioural change is supported once the Huthwaite people have said goodbye"
- "The SPIN[®] planning tools are spreading well among our trained sellers; now we need to be sure they're always used properly"
- "We want our managers to coach but it just doesn't happen – at least it doesn't happen well"
- "We're reluctant to invest in training when we can't measure the impact it has had."

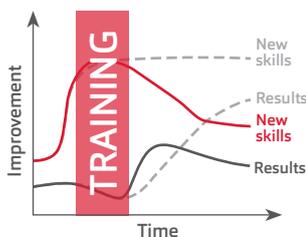
By enabling coaches to use the SPIN[®] tools to coach effectively around SPIN[®] behaviours, plus, introducing essential verbal skills derived from our own research into effective coaches.

We introduce participants to a range of practical tools for use in planning and reviewing sales activity and, optionally, for the accurate observation of SPIN[®] behaviours during a sales meeting.

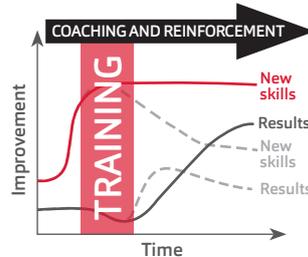
1 What should happen



2 What actually happens



3 Making it happen





The reaction to coaching has been good and sales people actively seek feedback from their managers. SPIN® is fast becoming embedded in our sales culture.

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This will give you;

- a consistent approach to coaching
- a direct link between the skills participants learn on core training modules and the coaching support they receive
- a clear understanding of the coaching role and its impact on the business – at all levels
- clearly communicated coaching activities that embed behaviour change and results
- improved business performance in your current situation.

Programme Overview

Huthwaite SPIN® Coaching is for anyone involved in personal development, including Sales Managers, HR, L&D specialists, and peer-to-peer coaches. It enables your people to help their colleagues to compare their personal planning, reviewing and verbal behavioural profile against our best practice model. We equip coaches to ensure that they can embed behavioural change, and realise long-term business benefits.

Objectives

By the end of the course, each participant will;

- understand how coaching fits into the SPIN® learning journey
- have a methodology for assessing where a seller is in terms of their mastery of SPIN®
- provide a coaching environment where a seller can identify how best to develop their SPIN® skills
- understand what effective coaching behaviour looks like.

Content

Setting up SPIN® coaching

- Integrating SPIN® coaching into the sales process/learning journey
- Measuring levels of SPIN® competency.

Methods of coaching SPIN®

- Coaching SPIN® call planning
- Coaching SPIN® based on live call observation
- Coaching SPIN® using call reports/notes.

Coaching approach

- Selecting the most appropriate coaching style based on ability level
- Planning and structuring coaching sessions
- Using effective coaching behaviours.

Focusing your effort

- Diagnosing performance issues to identify coaching opportunities
- Prioritising who, what and when to coach to optimise the coaching effort.

Methodology and practical issues

The programme consists of interactive exercises and roleplays, with participants working in small groups or pairs to practise and give feedback on the behaviours used. Roleplays are analysed to provide objective feedback and targets for behavioural improvement. Participants receive a workbook, along with a copy of the coaching tools for use after the programme has ended. This course is run by one Huthwaite consultant with numbers limited from eight to twelve participants.

This course is from one to three days in duration, depending on course content.

Customisation options

- Coaching based on joint sales calls, including Behaviour Analysis training to, enable live observation of seller behaviour in real-world sales meetings.

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