Huthwaite® International

Sell

SPIN® Marketing
Overview

SPIN® Marketing

Sales and Marketing – Two Functions Separated by a Common Goal

"If marketing people even half understood what we salespeople are trying to do, then our website, brochures, blogs, advertising and media coverage would all be twice as good."

"Why do salespeople ignore the quality leads that we marketing people generate for them until long after they've gone cold?"

In many organisations, another word for the Sales/ Marketing Interface is conflict. In other words, the two functions are misaligned.

This programme is about re-connecting the ways Sales and Marketing think about customers, so that they can act in harmony.

Huthwaite has spent 40 years helping organisations to improve their sales effectiveness, and one of the obvious factors in organisations that succeed is the alignment between Sales and Marketing.

So when we work with clients to improve the effectiveness of their sales force, one of the critical functions we try to engage early is Marketing – that way we can ensure that they align with the behaviour change we create in the salespeople, which is a big step towards getting message, media and sales conversations congruent and joined-up.

This alignment is critical to maximising the business impact of lasting behaviour change, which is why organisations put so much effort into training and coaching in the first place.

We Help You to Address Issues like These:

- "Salespeople complain that our marketing collateral isn't working – so they either don't use it or don't use it as we intended"
- "Salespeople continually fail to make the most of our brand – we are well differentiated in the market but your solutions as being rapidly commoditised by the customer"
- "Messaging that appears fine at a market level, seems to get diluted by the time it reaches customer level"
- "Value propositions are open to different interpretations by each seller who engages with a prospect"
- "Our marketing efforts, especially for newly launched products, are poured into describing what they are and what they do - instead of what they can do for our customers"
- "Our best new products fail to achieve the post-launch results expected of them."

By delivering a full understanding for marketing professionals of the terminology and methodology that colleagues in sales will have been trained to use at a call execution level. The workshop allows Sales and Marketing to work together cohesively and provides a consistent message to buyers and the market place more generally.

This will give you;

- a consistent definition of the term "benefit", for Sales, Marketing and the customer
- tools and techniques for differentiation that go beyond the general market or segment level, to see what will really help you build value alongside your sales colleagues
- a tool to construct persuasive arguments valid at both a market and a customer level
- practical steps in developing marketing collateral that has resonance with the way we are teaching your salespeople to sell - this improves the impact on the customer and the take-up of the sales force
- an understanding of where various marketing activities fit within the buyer's decision cycle.

> **Huthwaite International's approach to sales and marketing has helped us define, develop and align our messages and promote our mission – that medical staff get patients better and out of hospital as effectively and quickly as possible.**
>
> Biomet Europe

Programme Overview

In this programme, we pay close attention to real, current examples from your current or planned marketing campaigns. We expect to provide a good deal of design flexibility based on each client's marketing function and the type of activity they need to undertake, whether the bias is more towards traditional brochure and press activity, or heavily dependent on LinkedIn, Twitter, Facebook and the other social media.

The focus will be on understanding and applying SPIN® concepts to the marketing communications you generate, offering practical guidance and insights into best practice and how this can be integrated within your organisation.

SPIN®, is a researched model of verbal behaviour. It's an acronym that stands for the different types of questions asked by successful sellers in high-value, business-to-business sales where the buyer has to see the value of the solution. For the sales force, the training has introduced a common language and a buyer focused way of thinking about the product or service you offer. Now it's your turn in Marketing.

Objectives

By the end of the programme, participants will;

- understand the psychological process customers go through when making major buying decisions and the implications for Sales and Marketing
- be able to conduct competitive analysis at a market and product level to leverage branding and differentiators
- be able to build a comprehensive persuasive case around their strongest differentiators
- have applied SPIN® based messages in their real case marketing examples
- have evaluated how customer-centric their existing marketing examples are.

Content

The Buying Cycle

- The psychological phases that buyers go through when making significant buying decisions.

The SPIN® Selling model

- How successful salespeople create the need for change then influence the customer's perception of value for their solution
- The most persuasive way to talk about your solutions.

Decision guideline analysis

- A methodology to evaluate the customer's buying criteria and optimise your competitive position around your key differentiators.

Persuasive case analysis

- Using SPIN® to reverse-engineer your products or services to arrive at the added value the customer will gain from your solution.

Customer concerns

- Why they arise and how they block sales
- How the right marketing messages can pre-handle and neutralise them.

Product launches

- Perfectly good new products sometimes fail to achieve the post-launch results expected of them. Very often, it's salespeople who get the blame – we have research that suggests that the way that Marketing launched the product is at fault
- How Marketing can position new products as problem solvers to prompt early adoption by customers and help the sales force make full and immediate use of their SPIN® selling skills.

Methodology and practical issues

This two-day programme is facilitated by a Huthwaite consultant for up to twelve delegates.

Real case work is integral to the design and this would be identified, and teams allocated to cases, before the programme starts.

Customisation options

The programme format lends itself to being customised to meet your exact needs. We are more than happy to discuss format and content.

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Huthwaite® International CREATORS OF SPIN®