

SPIN® PRO Series - Strategic SPIN®

Are you ready to take your SPIN® Selling skills to the next level?

The SPIN® PRO Series is essential for those who have been Huthwaite International SPIN® trained and want to extend their SPIN® skills into written proposals, presentations and enhance their SPIN® Selling skills by understanding who and how to influence during the buying process.

What to Expect

This programme presents an opportunity to enhance your SPIN® Selling skills by understanding who and how to influence in complex sales opportunities with multiple stakeholders. Following this programme, you will be able to:

- describe how sales strategy impacts selling activity
- differentiate and explain the real importance of buying roles as opposed to job titles
- create persuasive value propositions targeted at specific accounts
- influence the criteria in their favour
- analyse competitively
- describe the three foci that occur within the buying process
- describe the aims and risks associated with each focus
- maintain momentum in a prolonged sales process.

Methodology & Delivery

Each follow-on to the SPIN® programme blends 30-40 minutes of interactive e-learning with a 90-minute virtual classroom session.

Between the preparatory self-paced learning and the virtual classroom will be a workplace mission – helping you to apply what you have learned to your daily work and providing a focus for discussion and deeper learning during the virtual session.

About us

Huthwaite is an international training provider and behaviour change specialist. We help organisations to transform their sales and negotiation outcomes by helping to permanently change the behaviour of their teams.

We are unique. Our training interventions are founded on extensive science-led research and analysis. Through that work we have identified the sales and negotiation behaviours needed for high performance.

Our world-renowned methodologies align clients to those standards and our approach supports permanent behaviour change appropriate to each client environment.

Research, high performance behaviours, renowned methodologies and behaviour change are the four components which, along with our expert team, combine to help our clients achieve a high performance that is sustainable.

This is our model. We call it
Change Behaviour. Change Results™.

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Huthwaite International
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