Kitanovski & D2EM
Management and business
consulting, coaching and training.

SPIN Selling Training – module 01

The module provides an opportunity for genuine skill development as a platform for making a permanent behavior change that will positively affect sales performance. It provides insights into how buying decisions are made and the best practice model leads delegates to achieve sales advances that build value for both customers and their own organizations. The module includes real world planning sessions to ensure that the new skills become embedded and that you achieve long-term sales improvements. The aim of the Selling Skills training module is to arm your customer-facing staff, be they sales, business development or any other role that requires they demonstrate value to your customers, with the techniques to do so effectively.

What to Expect

By the end of the Selling Skills module, participants will:

- have analyzed the strengths and weaknesses of their present selling style
- be able to describe the psychology of customer needs
- understand how major buying decisions are made
- be able to influence all members of a decision making unit
- have demonstrated the key behaviors used by effective salespeople in their verbal interactions with customers
- have a framework for planning sales calls in terms of these behaviors
- have practiced behaviors that greatly reduce the likelihood of objections
- have frequently and objectively measured their performance compared with the skilled behavior model and created an action plan for continued development of the skills after the module.
- Create an **Action Plan** for further on-site activities.

All of these development areas enable participants to improve their sales skills.

Module Content

The content of the module is based on extensive research by D2EM into what makes an effective sales person. It includes:

- The psychology of customer needs.
- Opening the call.
- Uncovering and developing customer needs.
- The Selling Skills model.
- Situation Questions.
- Problem Questions.
- Implication Questions.
- Need-payoff Questions.
- Demonstrating Capability.
- Practical tools to analyze and organize a Persuasive Case.
- Obtaining Commitment.
- Objections – prevention and handling.
- Methodology & practical issues.
- An Interactive approach to learning

It involves participants working in small groups or pairs to practice and receive feedback on their skills, set against the success model. Role plays are digitally recorded and analyzed using the analysis tool to provide objective feedback and targets for behavioral improvement.