

# SALES PERFORMANCE

## TRAINING

This module is designed to train sales professionals to lead compelling conversations with decision makers that inspire confidence and lead to quicker decision making.



## SPIN® SELLING CONVERSATIONS

*“I’ve seen a whole new approach to how our sales teams are planning around major opportunities. Instead of planning how best to present our capabilities, they’re focused on how best to develop needs, resolve concerns and identify how to be the highest value to the client. There is a much higher level of confidence in their approach and in their ability to clearly differentiate from the competition. It’s exciting to watch.”*

– SVP of Operations, Americas,  
Technology Services industry

*SPIN® Selling Conversations* is an intense, immersive, and engaging one-day program that incorporates real-world sales conversations. The program trains sales professionals to lead compelling conversations with decision makers that inspire confidence and lead to quicker decision making.

*SPIN® Selling Conversations* is a research-based, advanced questioning skills program that combines *SPIN Selling’s* proven methodology with today’s best-practices in B2B selling. The interactive classroom program integrates in-depth exercises, drills, and activities, giving participants opportunities to acquire and practice new skills. Online manager-led and individual reinforcement modules and assessments help sharpen and elevate sales aptitude beyond the classroom experience.

*SPIN® Selling Conversations* was developed after speaking with sales professionals globally about how to solve their most difficult challenges, including:

- ▶ Sales cycles that are too long and opportunities that languish in the funnel
- ▶ A lack of ability to conduct insightful conversations with customers to explore “unrecognized” needs and accelerate sales cycles
- ▶ An inability to overcome customer indifference
- ▶ Salespeople struggling to ignite a sense of urgency so customers do not see the need to change or take action



**MHI** GLOBAL™  
Empowering Growth  
A TwentyEighty™ Company

## About MHI Global

MHI Global works with organizations across all verticals around the world to build and sustain customer-focused, high-performance organizations that can drive profitable, predictable top-line growth. Our unrivaled capabilities, dedicated to customer-management excellence, come from the combined expertise of powerhouse brands that make up MHI Global – Miller Heiman, AchieveGlobal, Huthwaite, Channel Enablers, and Impact Learning Systems.



## Who Should Attend

*SPIN® Selling Conversations* is designed for all sales professionals and leadership (C-suite executives, vice presidents, managers, directors) who want to:

- ▶ Shorten their sales cycles, strengthen customer relationships, and improve their sales effectiveness
- ▶ Find ways to differentiate their offerings from the competition, even in a commodity environment
- ▶ Sell to senior executives, buying committees, and end users – often at the same time and in the same account
- ▶ Present their offerings with high impact, avoiding “feature dumps” and discounting
- ▶ Make credible sales calls at senior-executive levels
- ▶ Tackle goals related to pipeline growth, funnel management and customer retention.

## How Your Organization Will Benefit

With *SPIN® Selling Conversations*, organizations will conduct more effective sales calls, obtain better outcomes, and successfully build trustworthy relationships with customers by:

- ▶ Aligning offerings to customer needs to increase acceptance
- ▶ Improving the quality and quantity of customer commitments

- ▶ Providing insights that help customers think differently about their challenges and needs
- ▶ Creating competitive differentiation
- ▶ Engaging in sophisticated conversations and uncovering hidden information

## Delivery Options

*SPIN® Selling Conversations* is available as a comprehensive one-day classroom program.

## Related Offerings

**Buyer Focused Playbook Workshop™** is an interactive session to create customized Playbooks that support SPIN-trained sales teams in planning and conducting more effective, customer-focused sales calls.

**Buyer Aligned Negotiations Workshop™** is a unique program, combining a proven behavioral success model with a logical planning process. The program uses a highly interactive format to teach sales professionals how to negotiate the best deal while still satisfying the other party.

**Buyer Focused Prospecting™** fills an urgent need for consultative, business-to-business sales organizations that are not getting the prospecting results they require.

**Conceptual Selling®** helps salespeople better prepare for their time with customers. The result is purposeful meetings and Win-Win outcomes.