



## SPIN® SELLING CONVERSATIONS

*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* may be the right solution if your sales organization is trying to:**

- ▶ Overcome sales cycles that are too long and opportunities that languish in the funnel.
- ▶ Gain the ability to conduct insightful conversations with customers to explore “unrecognized” needs and accelerate sales cycles.
- ▶ Develop the skills to overcome customer indifference.
- ▶ Ignite a sense of urgency, so customers see the need to change or take action.

### **Who Should Attend**

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

- ▶ Find ways to differentiate 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 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

- ▶ Regularly scheduled live public programs
- ▶ Digital Learning (self-paced)
- ▶ Tailored on-site live programs
- ▶ Virtual Classroom
- ▶ Train-the-Trainer (client associate)

## Related Offerings

### *Conceptual Selling®*

Helps salespeople better prepare for their time with customers. The result is purposeful meetings and win-win outcomes.

### *Professional Sales Coaching™*

Equips sales managers and coaches with the skills and strategies they need to make a positive difference and guide their sales professionals to superior sales performance. This program can be delivered with role play cases supporting the coaching of SPIN skills and behaviors.

### *Buyer Aligned Negotiations Workshop™*

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 not getting the prospecting results they require.

### *Professional Selling Skills®*

Teaches customer interaction skills that enable participants to lead mutually beneficial sales conversations with customers—even those who are indifferent or express concerns. Salespeople develop the face-to-face selling skills needed to promote an open exchange of information and reach mutually beneficial sales agreement.



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## About Miller Heiman Group

Be Ready Solutions from Miller Heiman Group empowers people across the entire organization to perform at peak potential by bringing game-changing insight to sales performance, customer experience and leadership. Backed by more than 150 years of experience and performance, Miller Heiman Group is built on well-known brands such as Miller Heiman, AchieveGlobal, Huthwaite, Impact Learning Systems and Channel Enablers. Our Be Ready Solutions offer more sales-based and customer service-based solutions than anyone in the industry. This allows you to build and sustain successful, customer-focused organizations that drive profitable revenue and top-line growth on a global scale. To learn more, visit our website. And follow us on LinkedIn, Twitter, Facebook, YouTube or Google+.