



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.



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+.