



SALES BASICS

SPIN Selling Methodology

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Director of Sales, NA May 13, 2017

AGENDA

1. What is Sales?
2. Who Do You Sell To?
3. Initial Contact
4. SPIN Selling
5. Building Your Funnel

WHAT WAS YOUR FAVOURITE BUYING EXPERIENCE?

WHY?

WHAT IS SALES?

Sales is....

Influencing the
behavior of others.

WHAT DO ALL GOOD SALESPEOPLE HAVE?



IDEAL CUSTOMER PROFILE (ICP)

| ELEMENT | ATTRIBUTE | EXAMPLES |
|---------------|-----------------------------|---|
| Firmographic | Vertical | Public Sector, Healthcare, Film Industry |
| | Business Model | B2B, B2C |
| | Revenue | <\$1M annually |
| | Geography | UK, Australia, NZ, Canada |
| Environmental | Current Services/Products | Are they using a competitor's product/service |
| | Volume | What is the threshold for your business |
| Behavioural | Growth mode | Adding offices, adding new products |
| | Relevant business practices | Customer onboarding, check credit scores, whatever activity relates to your solution/product. |

BUYING INFLUENCES

| BUYER PERSONA | COMMON TITLES | BUYING ROLE |
|--|---|-----------------------------------|
| Revenue Generation, Customer Experience | | |
| Head of Growth | VP of Ecommerce VP of Marketing VP of Sales / CRO, VP Growth | Dec Maker / Approver |
| Head of Customer Experience | Head of Customer experience / Customer Success / Loyalty / Marketing / Digital Channels | Decision Maker |
| Product Improvement, Operational Efficiency | | |
| Head of Product | VP of Product Development, Director of Product Development | Dec Maker / Blocker / Influencer |
| Head of Technology | CTO, Co-Founder (<30 FTE), VP Engr., VP IT Ops | Influencer / Dec Maker / Approver |
| Product Management | Product Manager, Director of Mobile, Mobile Business Development | Influencer, recommender |

INITIAL CONTACT-RELEVANT MESSAGING

When trying to get meetings:

- Know your audience-do the research
- Understand their role, psychology, roadblocks, implications (of solving the problem)
- Be real
- Deliver value
- Ask for 1 thing

•NEIL RACKHAM•

SPIN SELLING

SITUATION · PROBLEM · IMPLICATION · NEED · PAYOFF

THE BEST-VALIDATED SALES
METHOD AVAILABLE TODAY.
DEVELOPED FROM RESEARCH
STUDIES OF 35,000 SALES
CALLS. USED BY THE TOP
SALES FORCES ACROSS
—THE WORLD.—

SPIN

SELLING

Situation

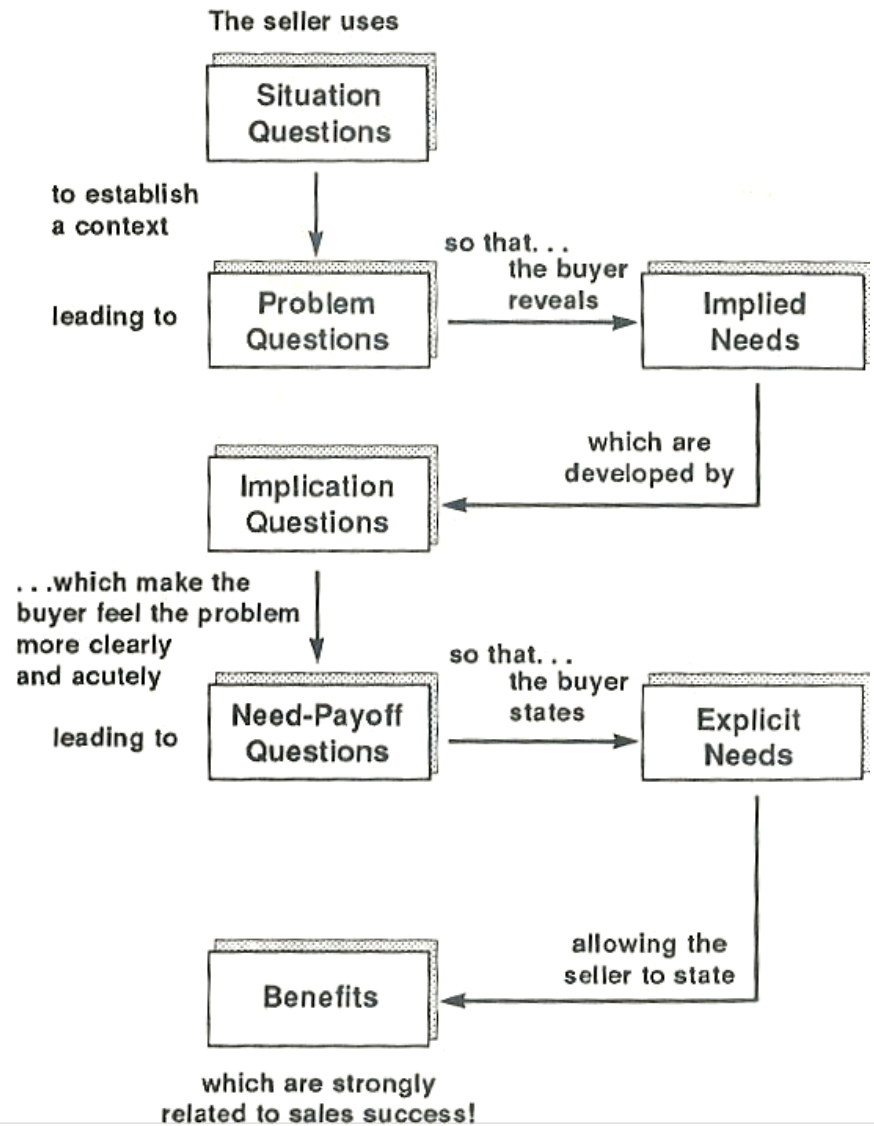
Problem

Implication

Need-Payoff

SPIN

SELLING



SITUATION QUESTIONS

- The Business (Employee, Industry, etc.)
- The Person (Position, History, etc.)
- Decision Making Process
- Current Solutions
- **GOAL: Understand and Qualify**
- **CHALLENGE: Not Too Many**

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PROBLEM QUESTIONS

- The “Why?”
- What is causing them pain?
- What could get them promoted? Fired?
- What’s “wrong” with their current solution?
- **GOAL: Uncover ACTIONABLE Pain**
- **CHALLENGE: Disease, Not Symptom**

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IMPLICATION QUESTIONS

- Business impact
- Personal impact
- Measurable (dollars, time, etc.)
- **GOAL: Uncover Cost of NOT Solving**
- **CHALLENGE: Authenticity**

NEEDS-PAYOFF QUESTIONS

- Positive
- Action-focused
- Solution-oriented
- Prevent objections
- **GOAL: Build Value for Solution**
- **CHALLENGE: Forget the Close**

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BUILD YOUR FUNNEL

- Schedule prospecting time and activities
- Follow up on prospecting activities quickly
- Prioritize your opportunities
- Track your wins and losses



Lead Generation

Lead Qualification

Discovery

Demonstrate
Capabilities

Closing
Business

What does
your funnel
look like?

LEAD GENERATION

GOAL:

*To get target prospects to learn about
and engage with you*

LEAD QUALIFICATION

GOAL:

To generate sales calls with prospects who have an identified business need, timeline to act and budget

DISCOVERY

GOAL:

To discover more about the prospects business problems, so you can match your solution/services.

CLOSING

GOAL:

Gain commitment, contracting

DEMONSTRATE CAPABILITY

GOAL:

To show the prospect how you solve his/her problem

ACCOUNT MANAGEMENT

GOAL:

- *Implementation-customer realizes the benefits*
- *Cross-sell/up-sell*
- *Create references and referrals*



Lead Generation

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What does
your funnel
look like?

**YOU DID IT! YOU'RE NOW A SALES
SUPERSTAR!!!**

