



Sales Processes: SPIN Selling Method

Closing new deals require you to follow some powerful sales methods. The **SPIN selling** method, by **Neil Rackham**, has existed for a few decades. It is one of the most famous and trustworthy processes to obtain sales results.

According to Neil Rackham's studies, the best salespeople own two main qualities. The first one is to **listen** carefully to your prospects or clients to identify their needs. The second one is to **ask open questions** in order to tailor-make a proposal. Especially, if you use the following process, described by Neil:

Situation questions: Finding out **facts** – How many people do you employ globally? How do you measure quality internally?

Problem: Asking about **difficulties** – What problems are you experiencing in this sector? How satisfied are you with your current system?

Implication: Asking about the **consequences** of a client's difficulties – What effect does that problem have on your outcome? How will this problem affect your people's productivity?

Needs Payoff: Asking about the **value** of a proposed solution – If we did that, how much could you save? How would this help you reduce costs?

Throughout my entire sales career and my numerous face-to-face meetings, I have been using this method with success. Firstly, it has given me a **guideline** to include all the key sales steps. Secondly, I became a better **listener**.

According to global business thinkers, the best salespersons are not those who are *all talk* and only wish to present their products or services before listening to the client. However, the one who can identify **explicit** and **implicit needs** during a meeting with open key questions, will get results. Afterwards, the priority is to **customize** a proposal to match the prospects' or clients' exact needs.

At the end of each sales meeting, reformulating is an important step to ensure that you have clearly understood your client. As a result, you will save much time by using this global SPIN Selling method. In addition, the Unique Selling Proposition (USP Model) will certainly obtain a competitive edge on your rivals.

Feel free to read my other articles regarding these crucial points. Let me to elaborate on your personal strategy and future business plans in a F2F meeting at your offices or during a conference call. Please, visit my website : www.bsnf.eu and contact me by email at nicolas.fluder@bsnf.eu