

HUTHWAITE IS THE LEADER IN SALES PERFORMANCE IMPROVEMENT



HUTHWAITE HELPS SALES ORGANIZATIONS TO:

- Sell effectively even in the most challenging markets
- Turn average, reactive sellers into excellent, “demand creator” sellers
- Increase the velocity of sales forecasts and move deals through the pipeline faster
- Create buyer urgency and increase win rates
- Clearly link capabilities to desired customer outcomes
- Become buyer focused; uncovering and developing needs
- Differentiate offerings through exceptional sales execution
- Plan sales strategically and sell on value
- Turn sales managers into effective sales coaches

SPIN® SOLUTION SUITE

Huthwaite’s SPIN® Solution Suite is a series of learning engagements designed to maximize sales skills and ensure alignment across sales, marketing, product, and support organizations.

- **Sales Skills** – Develop client needs, create demand from complacent buyers, demonstrate capabilities; create competitive differentiation
- **Sales Strategy** – Increase competitive win-rate by aligning selling strategies to customer buying behaviors
- **Negotiations** – Execute winning negotiation strategies that optimize outcomes and foster long-term business relationships
- **Prospecting** – Create competitive differentiation from the first interaction; fill the opportunity pipeline
- **Sales Management** – Become a more effective sales coach using the SPIN methodology to accelerate performance improvement for lasting results
- **Go-to-Market Alignment** – Synchronize marketing and product launch initiatives with the sales process, create integrated buyer-focused strategies that ensure all elements of revenue generation work towards a common goal, speaking a common language

Sales Process Alignment



Go-To-Market Alignment

The SPIN® Solution Suite is a comprehensive, structured approach to sales performance improvement across all dimensions of the sales value chain, including marketing and product development. This robust and flexible framework can be delivered in several ways:

1. Simultaneous deployment of all Suite components to transform systematically the effectiveness of the sales organization
2. Sequential delivery of all Suite components as a structured series of targeted interventions
3. Targeted intervention utilizing select Suite components to meet precise identified needs

THE LEADER IN SALES PERFORMANCE IMPROVEMENT

ENGAGEMENT

Huthwaite customizes each learning engagement according to specific client needs, and provides essential reinforcement tools and processes to drive measurable results.



Huthwaite utilizes a four-point engagement model:

1. **Diagnose** – Establish client-specific definition of sales success; evaluate each member of the sales organization against a proven profile of real-world sales excellence
2. **Develop** – Develop organizational readiness, client-centric customized training and reinforcement solutions based on thorough diagnosis
3. **Deliver** – Deploy training, tools and measures that produce rapid, positive sales performance change
4. **Drive** – Implement comprehensive reinforcement tools that enable client participants to transform new skills into unconscious behavior

ADULTS LEARN IN CONTEXT

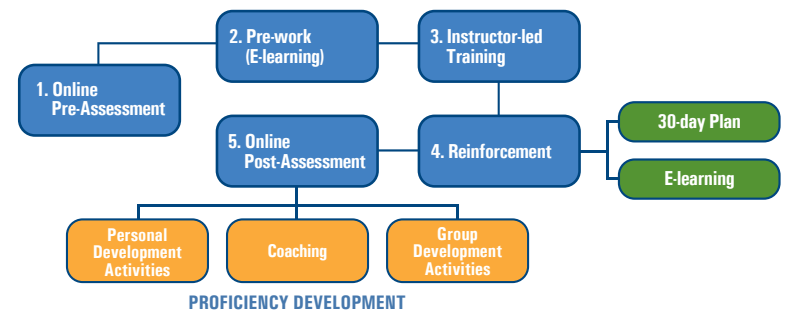
Because adults are more likely to learn, retain, and use new skills if training is in context, Huthwaite devotes significant time and effort to understanding client sales situations; creating realistic and relevant role-plays, cases and exercises that match the on-the-job experience of each audience.

CUSTOMIZATION

Huthwaite analyzes each client's business objectives, and incorporates relevant contextual content into each program. Programs can be customized across five areas:

1. **Implementation Plan:** Engagements begin with a customized plan to support strategic goals and incorporate methods of ongoing reinforcement
2. **Branding:** Participants experience training as part of their corporate culture, using branded course materials
3. **Content:** Customized case studies and exercises reflect each client's real-world selling environment
4. **Delivery:** Program facilitators are matched to clients based on industry and audience; adapting their facilitation to the culture, demographics, personality and history of the organization
5. **Reinforcement:** Comprehensive proficiency plans are created, including unique development plans for individual participants

INTEGRATED LEARNING EXPERIENCE™



Huthwaite's Integrated Learning Experience (ILE) is a structured, sequential process designed to accelerate skills development. Combined with the ILE's coaching component, this unique and highly effective sales performance improvement process fosters immediate, lasting individual and organizational selling excellence.

About Huthwaite Founded on scientifically validated behavioral research, our methodologies—including the internationally renowned *SPIN*® *Selling* and the newly enhanced *SPIN*® 2.0 and leading-edge **Integrated Learning Experience**—guarantee sales success.