SPIN® Selling Masterclass

There may have been a time when the world of Professional Services was a slower and gentler place, when a sound reputation and technical expertise were enough to guarantee a steady flow of business.

But that is the stuff of myth and nostalgia. For the last two decades, globalisation, deregulation, mergers and new technologies have raised competition for business to previously unimagined levels.

These changes mean that lawyers have additional responsibilities. They may still spend much of their time devising and implementing sophisticated solutions for their clients, but providing an excellent service or technical expertise is no longer enough. The selling skills of the person facing the potential client - and their ability to show how their solution better meets the client's needs - are now usually the main differentiator between apparently identical providers.

Objectives

By the end of the programme each participant will:

- have analysed the strengths and weaknesses of their present selling style
- be able to describe the psychology of client needs
- be able to describe the key behaviours, or skills, used by effective business developers in their interactions with clients
- have a framework for planning BD meetings in terms of these behaviours
- have frequently practised using the skills to develop client needs in a way which greatly reduces the likelihood of objections
- have a strategy for dealing with difficult clients who raise objections, or have low reaction levels
- have measured objectively their performance compared with the Skill Model, and created an Action Plan for continued development of the skills after the programme.

Course Content

- Basic principles of Behaviour Analysis
- Understanding your present selling style
- The psychology of client needs - Implied and Explicit Needs defined
- Establishing the right to ask questions
- The SPIN® model for developing needs
- Demonstrating your capability - making client-focused Benefit statements
- Objections - how to prevent them - how to handle them
- Low Reactors - how to handle them
- Closing - how to gain an appropriate commitment

Pre-course work

There will be a short piece of pre-course work that delegates will need to do prior to attending the programme. This helps them to prepare for the course and allows us to spend maximum time on practical activities during the course.

Duration

2 + 1 days plus follow-up

Facilitation

1 trainer to 8 delegates (or 2 trainers to 12 delegates)

Group Size

Max group size is 8 to allow the trainers to provide delegates with individual input.

Who should attend

Partners & Senior Fee Earners who are actively involved in developing business with existing clients and prospects.

4 Forty Green Courtyard, Forty Green, Bledlow, Bucks, HP27 9PN, UK.
Tel: +44(0)1844 274 244 • Email: info@huthwaitelegal.co.uk • Web: www.huthwaitelegal.co.uk