

Spin Selling With a Recruiting Twist!

(Use this outline from HCA as a supplement to the audio CDs)

SPIN Selling

Within this course you will find an over view of using the “SPIN” method in your recruiting sales process. This information is based on the book titled “SPIN SELLING” by Neil Rackham.

The book focuses on four specific types of questions in sales to lead a customer down a path, so that he will ultimately convince himself that a problem exists, a solution is needed and that an ultimate benefit will be realized. This type of questioning builds value, and by building value, you can prevent many objections from arising. Most sales training classes teach that the most important part of the call is the close. The SPIN method teaches that a powerful questioning strategy is most important of all selling skills and is responsible for success in major sales. The questioning technique found within the book is very applicable to the recruiting marketplace, and is the focus this course.

If you have never read the book we highly recommend that you do, your local library will have it, but it is not necessary to benefit from the course.

Chapter 1:

Spin Selling - The Basics

Why use SPIN:

Establish a FOUNDATION for a consultative relationship
Create a VALUE for customers by ASKING QUESTIONS not reciting “benefits”

Gain a common understanding of problems that are clearly identified BY THE CUSTOMER – no guessing involved You do NOT simply COMMUNICATE value – you CREATE value

Get the customer to tell YOU how your services will be of value

Four Stages of a Sales Call

- Opening
 - Getting Started
 - Positioning yourself to ask questions
- Investigating
 - Asking Questions
 - Understanding the Buyers needs and concerns
 - Uncovering, Clarifying and Developing the buyers needs
- Demonstrating Capability
 - Showing how you can Help
 - Establish how YOUR solution fits the buyers needs
- Obtaining Commitment
 - Gaining Agreement to the next step
 - Securing agreement to an action that moves the sale further

S - P - I - N

The Four Different Kinds of Questions

Situation - Questions that uncover Facts and Background about the buyers current situation

Problem - Questions about the buyers problems, difficulties or dissatisfactions with the existing situation

Implication - Questions that ask about the consequences, effects or implications of the buyers situation

Need-Payoff - Questions about the value, importance or usefulness of a solution to the buyer's problem

Situation Questions

Definition

A Situation Question Asks For:

- Background
- FACTS about the buyer's CURRENT situation

THE PURPOSE:

- To help establish a framework for uncovering problems
- Uncover IMPLIED needs that you will need to DEVELOP into EXPLICIT needs in your questioning process By asking EFFECTIVE Situation Questions you will reveal:
 - NEUTRAL factual information that helps you understand the CURRENT situation
 - A starting place that will LEAD you to the PROBLEMS that you will want to explore

THE BEST WAY TO USE SITUATION QUESTIONS:

Do your homework in advance and PLAN questions that will be valuable – the better your situation questions the faster and more effectively you will hear potential issues

Make your questions FOCUSED to get KEY information that will help you uncover problems that you will DEVELOP into EXPLICIT needs

Example of a Situation Question in a First Interview:

How long have you been with your current company?

Example of a Situation Question in a Business Generation Call:

How many sales positions do you have open?

Problem Questions

Definition

A Problem Question Asks For:

- Problems
- Difficulties
- Dissatisfactions with an existing situation

They help you SELL because:

- You are uncovering NEEDS – People only BUY if they have NEEDS (.... and you are uncovering NEEDS that you can eventually SOLVE)
- Needs are developed from a problem or dissatisfaction

The CLEARER and more EXPLICIT the need – the more likely the candidate is to BUY

THE PURPOSE OF PROBLEM QUESTIONS:

- REVEAL the Implied Needs
- CLARIFY problems, difficulties or dissatisfactions
- GAIN A SHARED UNDERSTANDING of the buyer's problems

THE BEST WAY TO USE PROBLEM QUESTIONS:

- Focus on uncovering PROBLEMS that you can SOLVE
- Provide the BASIS for where selling can begin

Example of a Problem Question in a First Interview:

Have you had trouble making sales at your current company?

Example of a Problem Question in a Business Generation call:

What challenges have you had filling your open Sales Positions?

Implication Questions

Definition

An Implication Question Asks About the:

- Consequences
- Effects
- Implications of the buyer's situation

IMPLICATION QUESTIONS ARE:

- A POWERFUL NEEDS DEVELOPMENT TOOL
- EXPAND the PERCEPTION of VALUE
- Harder to ask than Situation or Problem Questions – because you are making a person talk about an unhappy/negative situation – you must question skillfully so the buyer does not get defensive!

Implication Questions create and emphasize the PAIN that the PROBLEM is causing – develop strength and clarity by:

- FOCUSING on CONSEQUENCES of the PROBLEM (consequences that are PAINFUL)
- Expanding the EFFECTS of the problem LINKING a problem to other potential or future problems

Example of an Implication Question in a First Interview:

What effect has your low sales volume had on your income or morale?

Example of an Implication Question in a Business Generation call?

What effect has an open territory had on your office profit and revenue?

Implication Questions help transform IMPLIED NEEDS into EXPLICIT NEEDS

Need-Payoff Questions

Definition

A Need-Payoff Question Asks About the:

- VALUE
- Importance
- Usefulness of a SOLUTION (yours)

The PURPOSE is to DEVELOP the buyer's desire for a solution by:

- FOCUSING on the PAYOFF of the solution instead of the problem
- PROBING for EXPLICIT NEEDS
- Getting the BUYER to tell YOU the BENEFITS of the SOLUTION

Need-Payoff Questions are extremely useful because:

- They are POSITIVE, HELPFUL, CONSTRUCTIVE
- They focus on the SOLUTION
- They reduce OBJECTIONS because they cause buyers to explain (in their words) how your solution can help – they convince themselves
- They MOVE the discussion FORWARD toward ACTION and COMMITMENT

Example of a Need-Payoff Question in a First Interview:

How do you think using our services to find a new career will help your situation?

Example of a Need-Payoff Question in a Business Generation Call:

How would having a strong rep in your territory immediately help you?

Chapter 2: Spin Strategy

Spin Strategy

Situation Questions

Are used to establish a context which then leads to...

Problem Questions

So that the buyer will reveal

Implied Needs

Which are developed by asking

Implication Questions

Which make the buyer realize the problem more clearly - leading to

Need-Payoff Questions

So that the buyer states

Explicit Needs

Which allow the seller to explain

Benefits

Which ultimately leads to Sales!

Chapter 3: Spin Wrap Up

What is SPIN selling and why do we want to use it?

SPIN Selling is simply an ORGANIZED way of ASKING QUESTIONS. Most talented salespeople are naturally good at asking questions. SPIN just gives questioning a PLANNED approach.

The best part of SPIN is that you already KNOW what you want to happen. You want your candidate to find a job using your services OR you want to get a company to sign a fee agreement. SPIN selling is getting THEM to tell YOU what you already know. It is a strategically planned method to get your potential Candidate or Hiring Authority exactly where you want them! NEEDING YOU!

The idea is to get the person to feel the PAIN of their current predicament through the questioning process:

1) **Situation Question:** Probing to find out some basic FACTS about the current circumstances. By asking these you will clue into an area where there MAY be a potential problem.

For example – If in a First Interview you ask: “How long have you been with your current company?” and John Doe says “5 years” that should inspire you to think...

Hmmm...this person has been with their company 5 yrs. and they want to leave...there is a PROBLEM here to explore... such as \$, inability to hit Quota, or promotion opportunity – so your next Situation Question may be: “How many times have you been promoted?” ANSWER: “NEVER.”

This is a potential PROBLEM to explore.

2) **Problem Question:** “Have there been PROBLEMS with promotional growth at your current company?” For fun – let’s just say he said, “Yes. I work like crazy and can’t get promoted. It’s a bit of a bummer.” You have now found a problem that you can DEVELOP! Now you move on to the ever popular.... IMPLICATION QUESTION!

3) **Implication Question:** The best and most strategic part of the questioning process! Now is the time you SEE where the REAL problem is and you get an opportunity to develop it into the reason he needs to change his job now. Implication Questions delve deeply and painfully into the CONSEQUENCES or EFFECTS of the PROBLEM...in other words...how is your situation worse because of this PROBLEM we have uncovered? Such as: “How has your motivation to be productive been affected by your lack of opportunity – how have your numbers/quota suffered?”

John says: “I’m not doing well...I am only at 60% of quota YTD.” This is good information! So far you have gathered:

- No promotions AND
- Low motivation AND
- Low quota - which has an entire world of IMPLICATIONS as well – such as: “How has the low quota and results effected your income?”

***NOTE: It isn't always as simple as just ONE question in “S” – one in “P” – one in “I” etc. – you may have to ask several Situation Questions before you identify a POTENTIAL Problem. In addition – what may appear to be a PROBLEM – may not actually be big enough to be developed into a NEED – so you will have to go back and find another one!

Just for fun – let's assume that through your inquiry you have identified the PROBLEM and with great IMPLICATIONS QUESTIONS, a big enough need. John should now be ready to use your service and take a job now.

4) Need-Payoff Question:

You are at the point where a SOLUTION is in sight! The KEY is that you want THEM to give you the SOLUTION and how what you have to offer will BENEFIT them! Such as: “How do you think getting a new opportunity with a clear cut path for promotion would help you?”

NOTE: Ask your questions in an OPEN-ENDED fashion such as “How would....” Or “It what way....” As opposed to a CLOSED-ENDED style that would provoke a “Yes/No” answer such as “Do you see how...”

**End Of Course*