

Why SPIN® Marketing?

Marketers now talk about multichannel and omnichannel strategies - the sheer number of communication channels available to marketers has provided a platform for engagement and transparency like never before. It also brings with it the potential for a dramatically reduced cost of sale. This has led to a deluge of supplier activity and messaging from all sides - your customers have never had so much information to wade through.

While focusing on the task of trying to cut-through and stand out on these channels, it is easy to lose sight of the core principles of marketing communication and the value they bring in creating a brand that truly stands out.

SPIN® Marketing is specifically designed to assist marketers at all levels in creating messaging that is deeply engaging, resonant and which adds value to your brand. No amount of budget spend or new channel adoption will help your brand or product reach its full commercial potential unless your messaging is capable of cutting through the noise and making your customers sit up and take notice.

Adopting the principles of SPIN® Marketing will align sales, marketing and the customer by giving you:



A shared understanding of the behaviours proven to increase sales success



Tools and methodology to create customer and market centric messaging at both customer and market levels



Key messaging that will really help you build value for your customers



Practical steps in developing marketing collateral that resonates and aligns with how your sellers use SPIN® selling



An understanding of where marketing activity fits within the customer buying cycle

We help marketers address common challenges like these:



“Salespeople complain that our marketing content isn’t customer centric enough, so they don’t use it”

SPIN® Marketing ensures you build comprehensive persuasive cases around your strongest differentiators that you can communicate across all channels.



“Our best new products fail to achieve the post-launch results we expect”

Evaluate how customer-centric your current marketing is and therefore what your next steps should be.



“Value propositions are open to different interpretations by salespeople”

Help you conduct meaningful competitive analyses at both market and product level to determine your strongest differentiators.



“We struggle to adapt general marketing messages and make them more relevant and value focused to local audiences”

Using SPIN® Marketing, value propositions and their resulting marketing messages can be successfully reviewed and adapted for different markets.



“Our marketing efforts describe what products are instead of what they can do for our customer”

SPIN® Marketing will help you understand the stages of the customer buying cycle and ensure your messaging is relevant and benefit (not feature) focused at every stage.



“Customers often have initial concerns which deter them from even considering our products/services”

Using SPIN® Marketing, marketers are able to pre-handle and neutralise any initial concerns with targeted marketing messages.

Who is SPIN® Marketing for?

SPIN® Marketing is for marketers at all levels who are tasked with creating messaging that is deeply engaging, resonant and which adds value to your brand. By delivering a full understanding for marketing professionals of the terminology and methodology around SPIN® that their colleagues in sales will have been trained to use, SPIN® Marketing then allows teams to work together, to provide a consistent message to buyers and the market place.

Why does SPIN® Marketing work?

In this programme, we pay close attention to scenarios from your existing or planned marketing campaigns, whether your preferred customer communication channels lean towards LinkedIn, Twitter, Facebook and other social media, or are more dependent on traditional brochure and press activity.



Psychology – understand the psychological phases that buyers go through when making significant buying decisions



Competitors – learn how to conduct competitive analyses at a market and product level to help build the brand and establish differentiation



Differentiators – build a comprehensive persuasive case around your strongest differentiators



Product/customer fit – understand why customer concerns arise, how they block sales and how the right marketing messages can pre-handle and neutralise them



Sales enabled – learn how to position new products as problem solvers to prompt early adoption by customers and help the sales force make full and immediate use of their SPIN® selling skills



Real world – apply the SPIN® based message to your own live marketing campaigns and evaluate their customer-centricity using new knowledge

Benefits for your business

Brings the sales and marketing areas of business together so departments are not working in silos

Marketing communications that are client focused and reinforce the value that your competitive strengths can deliver

Improved results from new product/service launches and targeted marketing campaigns

Improved return on investment of marketing costs

Benefits for marketers

Evaluate how customer-centric your existing marketing examples are and how to improve them

New marketers learn how customers make major buying decisions and how to target each stage

More experienced marketers learn strategies to overcome common product launch mistakes

A globally accredited qualification, held only by the best sellers and marketers in the world

SPIN® Suite training programme

Our suite of sales enablement solutions are designed to support your organisation where you need it most. These solutions work together to strengthen each stage of your sales process.

01 SPIN® Selling

SPIN® has, for the last 40 years, proven to be the most effective way to improve the sales success of organisations in a variety of sectors to deliver bottom-line results.

02 SPIN® Coaching

Equips coaches to deliver a positive compound effect that can supercharge the skills of your SPIN® trained sales team.

03 Account Strategy

Account Strategy will help you maximise major sales opportunities by focusing on the journey the customer makes in arriving at a major decision.

04 SPIN® Marketing

Helps marketers build value alongside their sales colleagues and ensure message, media and sales conversations are congruent and joined up.

05 SPIN® in a virtual world

This workshop will refresh your SPIN® knowledge and understand how to adapt your existing SPIN® selling behaviours to selling in a virtual world helping you to achieve successful sales outcomes.

06 SPIN® in Proposals & Presentations

This workshop uses SPIN® skills to achieve maximum impact and persuasiveness with both sales proposals and presentations as part of a consistent, joined up sales strategy.

07 SPIN® Refresher

A dynamic programme that covers the key areas of the SPIN® methodology and behaviours needed to fully restore SPIN® expertise.