

SPIN Selling

Freitag, 31. Oktober 2025 12:00

General Ideas

- High Ticket Selling is different from Low ticket selling
- In sales with multiple meetings or calls the time in between calls becomes more important
- Pressure to buy is only good for low ticket sales
- In large sales the relationship to the customer is more important and people fear making big public mistakes
- Objections are often created by the seller and can be avoided

Stages of a sales call

Preliminaries = everything happening bevor the actual sell • How you introduce yourself • The experience of the customer before a meeting • Appearances Open a call by saying: • Who you are • Why you are there • Your right to ask questions Use a variety of ways to open a call. Get to business early and don't waste time.	Investigating = asking questions to get information about the customer • Uncovering needs and building up the value of solving them • If you • Before a call • Make a list of implied and explicit needs of the customer • Make a list of problems you can solve and of questions to reveal them • Write down a problem. Find related difficulties. Make a list on what makes the problem more severe and questions to show that. <table><tr><td>Need:</td><td>A statement by the buyer, expressing a problem that can be solved by the seller. Needs begin where one is no longer satisfied with the current state.</td></tr><tr><td>Implied Needs:</td><td>A dissatisfaction with a current state • "Our system is a little slow"</td></tr><tr><td>Explicit Needs:</td><td>An explicit statement by the customer about a problem. More important the bigger the sale. • "I need"</td></tr></table> • The SPIN Process is a way to investigate SPIN Method = A Questioning Sequence for high ticket sales <table><tr><td>Situation Questions:</td><td>= Questions to find out background information • "What's your position?" • "How long do you work here?" • "Are you in charge of ...?" • Ask situation questions only on purpose. No unnecessary questions.</td></tr><tr><td>Problem Questions:</td><td>= Questions o find out needs • "Are you satisfied with ...?" • "What are the disadvantages of ...?" Use to uncover needs and offering tailored solutions</td></tr><tr><td>Implication Questions:</td><td>= Questions to emphasize needs • "What effect does that have on your ...?" • "Doesn't that create bottlenecks?" • "That sounds difficult, right?" Build the problem and perceived value Limit their use so people don't feel bad about themselves</td></tr><tr><td>Need-Payoff Questions:</td><td>= Questions to encourage focus on the solution and describe the benefits • "How do you think ... would help you?" • "Would you be interested in ...?" • "Why is that important to you?" • "Is there any other way ... might help?" • "So you are interested in ..., right?" • "What would be the most important for other departments?" Make sure to tell people how to sell your solution to others. Teach them to sell their superiors. • "Make sure to tell them ..." Avoid them in the beginning.</td></tr></table>	Need:	A statement by the buyer, expressing a problem that can be solved by the seller. 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If they don't need a specific benefit, the perceived value is compromised. • Investigate the needs beforehand <table><tr><td>Features:</td><td>Facts, data or characteristics of a product</td></tr><tr><td>Advantages:</td><td>General use cases and problems the product solves</td></tr><tr><td>Benefits:</td><td>Specific needs or problems the product solves</td></tr></table> Only Benefits help sell in high ticket sales. Therefore you need the needs of the customer beforehand. Demonstrating advantages too early results in objections. First find out the actual needs, then present the benefits. Summarize the call at the end. Objections raise to solutions that don't solve needs.	Features:	Facts, data or characteristics of a product	Advantages:	General use cases and problems the product solves	Benefits:	Specific needs or problems the product solves	Obtaining Commitment = getting some kind of commitment in the direction of the sale • A call is only successful if the customer commits to some kind of next step • Use logic to guide them • Agreement to a demonstration • Agreement to test the product • Forwarding towards a higher decision-maker • Always set an objective to a commitment bevor a call • Don't use closing techniques to push large sales. Only close when you have evidence the person is open to buy. Continuations and Advances • Large sales are made in multiple small steps • The success of a call is determined by if the prospect is committing to a next escalation towards the sale • Always look for a small commitment at the end of a call. A logical next step <table><tr><td>Advance:</td><td>A commitment a customer makes that leads them closer to the sale • Meeting higher bosses • Agree to test the product • Agree to attend a demonstration</td></tr><tr><td>Continuation:</td><td>A continuation of the sale without further commitment</td></tr></table> Closing Techniques <table><tr><td>Assumptive close:</td><td>Assume the sale has already been made "Where would you like it to be delivered?" "Would you prefer X or Y?"</td></tr><tr><td>Standing-room-only close:</td><td>Imply demand "If you need time to decide, I will give t to another customer waiting"</td></tr><tr><td>Last-chance close:</td><td>Imply urgency "The price will go up next week"</td></tr><tr><td>Order blank close:</td><td>Filling the customers answers in an order form before the sale</td></tr></table> Obtaining Commitment 1. Focus on investigating and demonstrating capability 2. Make sure key concerns are covered 3. Summarize the benefits 4. 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