

Deepen Collaboration

Workshop

DC-WS-11 – High EQ Solution Selling: Win Hearts and Minds with SPIN®

Delivery Format

Live online or live in-person.

Who Should Attend?

This workshop is for you if:

- You're a sales professional ready to elevate your skills and close more deals.
- You want to build deeper customer relationships based on trust and understanding.
- You believe in the power of connecting on an emotional level to drive sales success.
- You're ready to master SPIN® Selling with the power of EQ and become a sales powerhouse.

Duration

2 days.

Course Aim

Dominate your sales game by weaving the science of SPIN® Selling with the magic of emotional intelligence (EQ). This 2-day workshop empowers you to uncover hidden needs, build trust, and close deals like a champion.

Why EQ and SPIN®?

- Research shows: Typical salespeople spend 95% of their time talking, not listening. High performers, however, leverage strong EQ skills to connect deeply with customers and unlock their true needs.
- SPIN® Selling unlocks a proven framework: Masterfully guide conversations with Situation, Problem, Implication, and Need-payoff questions to uncover pain points and present your solution as their saviour.

Benefits of Attending

By the end of this course, you will be able to:

- Decipher customer psychology: Understand how major buying decisions are made and influence all decision-makers.
- Master the RESA Model: Build Rapport, Empathy, Sell, and Agree for seamless customer connections.
- Unleash SPIN® mastery: Confidently use Situation, Problem, Implication, and Need-payoff questions to unearth hidden concerns and showcase your solution's true value.
- Become an active listener: Embrace empathy and active listening to build trust and uncover hidden objections before they arise.
- Move hearts and minds: Demonstrate capability with passion and storytelling, leaving customers convinced they've found their perfect solution.

- Crush objections: Proactive strategies and smooth handling techniques leave objections in the dust.
- Develop a personalised action plan: Leave with a roadmap to transform learned skills into daily habits and unlock your lasting sales success.

What It Covers

The workshop will cover:

- Traits of high-performance sellers.
- What emotional intelligence is and why it matters.
- The psychology of decision making.
- The RESA (Rapport – Empathy – Sell – Agree) model of Influence.
- Opening the call.
- Building rapport effectively.
- Uncovering and developing customer needs.
- The SPIN® model:
 - Situation Questions.
 - Problem Questions.
 - Implication Questions – Need-payoff Questions.
- Empathy and active listening.
- Demonstrating capability and moving hearts and minds.
- Obtaining commitment.
- Objections – prevention and handling.
- Going from conscious to unconscious competence.
- Developing an action plan.

Program Outline

Traits of High-Performance Sellers

- Ice-breaker and Learning Outcomes.
- Discussion: Traits of high-performance sellers.
- Emotional Intelligence and Why it Matters.
- Starting with WHY – defining ideal outcomes from every interaction.

The Psychology of Decision Making

- Why do people decide to buy?
- RESA Model of Influence.
- SPIN and RESA – the art and science.

Implications and Need-Payoff Questions

- Ice-breaker and Key take-aways - Day 1.
- Implication and Need-Payoff Questions – what and Why.
- Planning Questions you can use to unearth pains and benefits.
- Implied versus Explicit Needs.

Empathy and Active Listening

- What makes listening difficult?
- Three levels of listening.
- Empathy and Active Listening.
- Role plays.

- Rapport and why it matters.

Creating that Positive First Impression

- Self-awareness and self-management.
- Know – Like – Trust.
- Rapport building.
- Discussion and role plays.

SPIN Model and the Power of Questions

- SPIN Model – origins and framework.
- Discovering needs through the power of questions.
- Situation and Problem Questions.
- Role plays.

Delivery Strategy

The learning has been structured as a highly interactive 2-day interactive workshop led by our experienced trainers. The workshops will include the use of relevant audio-visual material, written activities, role-plays and reflective tasks.

Formal Certification

At the completion of this program, the participant will be eligible to receive a Certificate of Participation from EQ Strategist.

Demonstrating Capability

- Features, functions and benefits.
- Moving hearts and minds.
- Financial versus Technical versus User buyers.
- Handling objections with poise.

Making the Transformation

- 4 Step Success Formula.
- What's your WHY?
- The power of accountability buddies.
- Goal setting and closure.