

SPIN SELLING

WORKSHEET

SITUATION



Goal: To understand the prospect's situation.

Example: How do you currently do sales prospecting?

Example: How do you automate tasks in your sales process?



Do the background research well and spend less time asking these questions.

PROBLEM



Goal: To identify the challenges & pain points the prospect is facing.

Example: Your team's biggest challenges in sales prospecting?

Example: Do you think that your team's time is used optimally?



Get your prospect to acknowledge a problem and you're more likely to get the attention you need.



IMPLICATION



Goal: To imply there's a solution for the prospect's challenges & pain points that need to be solved.

Example: Has the lack of high-quality sales prospects ever prevented your team for hitting your sales targets?

Example: What kind of things your team could achieve with an extra [amount of time] each [e.g. week]?



Spend more time asking these questions to get valuable insights for the next step.

NEED PAY-OFF



Goal: To lead the prospect to conclude the benefits your offering solves.

Example: If you had more high-quality sales prospects in your pipeline, how would that help your team hit their sales targets?

Example: If your team could cut down the time spent on manual data input into CRM, what impact would that have?



Spend time asking these questions as they establish your offering as the solution for the challenges.



SPIN Selling methodology is one of the oldest and most well-known selling methods based on research by Neil Rackham, who studied 35 000+ sales calls over 12 years.

The method was published in 1988 in a classic book, Spin Selling, to teach salespeople how to use active listening and targeted questions to make more sales.



VAINU



CALL PLAN

Use

SITUATION questions

- 1.
- 2.
- 3.
- 4.
- 5.

to understand the situation and context

leading to

PROBLEM questions

- 1.
- 2.
- 3.
- 4.
- 5.

so that the prospect reveals

IMPLIED needs

- 1.
- 2.
- 3.
- 4.
- 5.

developed by

IMPLICATION questions

- 1.
- 2.
- 3.
- 4.
- 5.

which make the prospect feel the pain points more clearly

leading to

NEED-PAYOFF questions

- 1.
- 2.
- 3.
- 4.
- 5.

so that the prospect points out

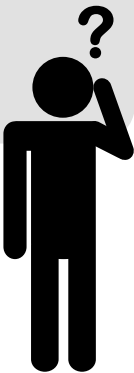
EXPLICIT needs

- 1.
- 2.
- 3.
- 4.
- 5.

allowing you state the

BENEFITS

- 1.
- 2.
- 3.
- 4.
- 5.



Spend your time wisely, and use Vainu's company profiles when preparing your outreach to get a comprehensive view of the company's current situation, potential challenges, and needs.