

ABB Financial Services uses Huthwaite Norway to deliver SPIN[®] training

The ABB Group is a major multinational company with 200,000 employees around the world, and with annual sales totalling \$30 billion. Its business interests range from power generation and transmission to financial services.

ABB Financial Services (AFS) Norway, offers a range of services to other parts of the ABB Group. Kjerstin Hande, Senior Vice President of Consulting explains: "AFS has five divisions, Consulting, Investment Management, Treasury Centre, Credit & Trade Finance and Business Control. We all work with our clients, capitalising on their existing resources and focusing on products and services which give real benefits to their customers."

Kjerstin continues by saying, "We found that both our Consulting and Investment Management teams were placing too much importance on the product and not enough on the customer. So to change this, we chose an external consultant who could understand our specific needs."

Sigurd Solbu, Huthwaite's Norwegian licensee, was brought in to deliver SPIN[®] programmes to both divisions. Sigurd says: "Each consultant seemed to possess plenty of product knowledge, but my task was to combine this with a more customer-oriented attitude that could improve performance."

Following the success of SPIN[®] techniques in everyday client interactions, Sigurd attended a 'workshop' to discuss the effectiveness of existing brochures and other materials. All of the literature seemed to focus on the product, and failed to deliver the information which the client wanted.

Through identifying the key messages to be transmitted, Sigurd has worked with AFS to rewrite the Consulting and Investment Management materials in the language of SPIN[®].

The Consulting and Investment Management divisions of AFS in Norway have been able to move away from purely product-oriented interactions to achieve a more customer-oriented service. Future plans include work with other ABB divisions in Norway, introducing them to the SPIN[®] way of thinking.

Huthwaite is also working with ABB in other parts of the world. Brian Franzsen in South Africa has been helping ABB - Sub Sahara Africa to develop its selling techniques. More about this implementation in a future issue.

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