

SPIN® Model hits the mark for Dell

A client success story



Living Sales™

 **Huthwaite**
improving sales performance *International*

Change behaviour. Change results.

SPIN[®] Model hits the mark for Dell

When Dell Systems, the world's leading direct computer systems company, and a premier supplier of technology for the Internet infrastructure, decided to complement their traditional sales arena, it was with a view to focusing on more complex, consultative sales. Although its direct sales model was extremely successful achieving mid-range portable desktop PC sales, Dell felt that there was an opportunity to develop its offering to SME's and large corporations which would involve a different sales approach.

Paul Hudson-Oldnall from Huthwaite worked closely with Dell to develop a programme of tailored SPIN[®] Selling Skills events. The series of events, which involved a broad range of trainees, varying from telephone-based account managers to field staff and management, was designed to be specifically relevant to their experiences and the product offering that they are selling.

A key criterion for Dell's selection of a training partner was the ability of that organisation to be able to offer the same high standard of training, in local languages, across fourteen sales teams based across Europe. Huthwaite achieved this through a combination of its own international network of consultants and the accreditation of several of Dell's own training staff in SPIN[®] Selling Skills. This enabled Dell to participate in the delivery of the Huthwaite programme and also, importantly, to contribute to the customisation of the roleplays so that the scenarios closely reflected the needs of the training participants.

David Shapcott, Dell's Training Programme Manager, EMEA, has already observed the effects of the training: "The feedback we have received from participants has been extremely positive – delegates have told us that the SPIN[®] Model really hit the mark in

terms of what a salesforce looks for in a training programme. Our people found the training extremely relevant, with a high level of delivery, and I've already noticed more confidence in the way they interact with customers".

Dell views SPIN[®] Selling Skills as the first phase in an ongoing programme to develop its salespeople and enable them to fulfil their potential. The next step in this process will be to reinforce the lessons learnt in the classroom with SPIN[®] Coaching Skills for senior salesforce managers.

David Shapcott concludes: "We chose Huthwaite because, in addition to their impressive track record, they also have a reputation for building lasting relationships with their clients and we hope that Huthwaite will continue to grow with Dell in the years to come".



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