

## Nexor spreads SPIN<sup>®</sup> message company-wide

At Huthwaite, an issue that our clients acknowledge more and more is the need for their whole organisation to understand the sales process used by its sales team.

This is crucial if all departments are to present and support a coherent and consistent face to the market-place, as the basis for building profitable, long-term relationships.

But what does this mean in practice? How can fine theory be turned into a practical reality?

Nottingham-based Nexor, a supplier of high tolerance messaging and directory solutions to financial organisations, communications service providers and a variety of government and defence departments worldwide, offers a good example of how this can be achieved.

*"From the outset, we recognised the importance of securing full understanding —and buy-in— from all departments in the new SPIN<sup>®</sup>-*

*based sales approach developed with Huthwaite,"* confirms Business

Improvement Manager, Irene Dovey. *"As a result, not only are those with direct customer contact undergoing SPIN<sup>®</sup> training, but we have also put together a supporting programme for other staff. This is to ensure that everyone is aware of the new methodology, and — most importantly — that we all talk a common language."*

Critically, Nexor has also introduced key elements of SPIN<sup>®</sup> into its systems and processes. *"Following the first management training course, we identified a need to build some of Huthwaite's sales tools into our CRM system, Salesforce.com she recalls, "which was introduced to track the progress of sales opportunities and*

*as an aid to forecasting. It clearly made sense, for example, for call reports to be logged, followed up and reported on using SPIN<sup>®</sup> terminology.*

*"Also, by embedding Huthwaite's multi-phase Buying Cycle model — from initial recognition of needs right through to changes over time — the whole company is able to monitor and support the progress of our sales campaigns, giving us a truly holistic approach to sales."*

Like many companies today, Nexor's initial contact with Huthwaite was to provide a common framework of sales, negotiation and coaching programmes, in order to move their salesforce from being essentially product-focused to a more consultative style of selling which explores and identifies customer needs.

Continued...



*"To meet our aggressive growth targets, it was important to ensure that all our people and sales processes reflected our shift from product to solutions-based selling."*

**Liz Thomas, Marketing Manager**

...continued

*"To meet our aggressive growth targets, it was important to ensure that all our people and sales processes reflected our shift from product to solutions-based selling, says Marketing Manager, Liz Thomas.*

"Any preconceptions as to customer requirements had to be put aside as, even within the same customer organisation — the MOD being a typical example — the needs of each individual buyer were demonstrably different. Huthwaite's methodologies have

*helped our people and sales processes gain structure and at the same time, flexibility, in all the right areas."*

To this end, SPIN<sup>®</sup>'s strongly outward-facing focus has also contributed to Nexor's move from being an essentially technology-led to a more market-driven company. *"Much of our work is undertaken in environments requiring the utmost reliability, security and consistency of delivery, Liz confirms. "If the Governor of the Bank of England needs to send a confidential email*

*to other European Federal Banks, he does this via a Nexor system; similarly, the majority of the UK MOD top secret messaging networks utilise our products.*

*"Our goal is to build on our strong growth record based on a clear understanding of our clients' business needs and the provision of innovative solutions," she concludes. "Huthwaite has helped us establish the foundation of a coherent, customer-oriented approach throughout the company which is essential for us to remain successful."*



*"Huthwaite has helped us establish the foundation of a coherent, customer-oriented approach throughout the company which is essential for us to remain successful."*

**Liz Thomas, Marketing Manager**