

## Swedish company Hässle introduces SPIN<sup>®</sup> techniques to fifth generation managers

Huthwaite's relationship with Hässle reaches back nearly two decades, to the days when Neil Rackham, Huthwaite's founder, went out to Sweden to observe Hässle's sales teams and discover what makes some people more successful during interactions than others. Since this initial involvement, SPIN<sup>®</sup> programmes have been delivered to four or five generations of Hässle sales managers.

Hässle is a Swedish pharmaceutical company, a subsidiary of the multinational organisation — Astra — which also uses SPIN<sup>®</sup> techniques for training.

Competition in the pharmaceutical world is fierce, with sales representatives battling to obtain

meetings with doctors to present the benefits of the drugs they have to offer against those of competitors. Sales figures are a direct result of the visits to doctors, and if a sales person does not have the time to discuss the products he is selling, it is unlikely that the doctor will choose to prescribe that particular drug.

Before SPIN<sup>®</sup> was implemented, the average meeting with a doctor lasted 10-15 minutes; after SPIN<sup>®</sup> training at the peak of its effectiveness, visits were averaging 32 minutes.

In recent years this has dropped again, but in a re-appraisal of training methods at Hässle, Huthwaite's Swedish licensee, Lars Dahlberg of Huthwaite Sweden, was

brought in to introduce SPIN<sup>®</sup> to the fifth generation of Sales Managers. Lars has also worked to restructure product literature using the SPIN<sup>®</sup> language.

Christer de Flon, Marketing Director of Hässle, comments: *"We have a very fruitful and productive relationship with Huthwaite. Lars and his team have helped us to re-learn a language that can be understood throughout the organisation, and by introducing it to our product literature we will be able to get our message across to customers more effectively."* He continues: *"There is a new spirit among our sales people and we are optimistic that we will be able to increase the length of our sales calls, because now we have the knowledge and skills to do this."*