

## Getting technical at IT Services

*"There's more to selling our services than a direct sales force alone," says Judi Arrowsmith of IT Services (ITS), part of the BNFL group of companies.*

*"For major solutions or networking projects, a large team of ITS people are involved, and they are all selling the company and its capabilities."* Hence ITS, specialising in adding value to their customers through systems integration, infrastructure exploitation and facilities management asked Huthwaite International to train its systems delivery teams in selling skills. Judi, who knew Huthwaite and SPIN® from earlier in her career at Coopers & Lybrand (now PricewaterhouseCoopers), was clear in her mind that Huthwaite's principles of consultative selling were the answer to her team's needs.

*"Every person who sets foot on a customer site, or speaks to a customer on the phone, is a salesperson."* That goes even for those staff whose primary remit is technical. They have to represent the company's values, spot commercial opportunities, communicate available (tailored and off-the-shelf) solutions and understand how the ITS sales process works. In the IT business, pre-sales play a major role, and here a technical team has to take a large responsibility for making the prospective customer feel comfortable with the system which ITS goes on to recommend and implement.

Customer 'Hit Rate' increased  
SPIN® Selling Skills seminars were run, initially, for 24 senior managers of IT delivery teams, in February 1998. That has already been successful to the extent that the customer 'hit rate' has increased measurably. But, as Huthwaite International consultant Barry Hazelwood confirms, *"We'll be able to put more specific metrics in place when we have completed the next phase of the roll-out, including SPIN®-Coaching Skills."* Coaching skills are seen by ITS as a means of not only reaching at least a hundred more members of staff with SPIN® in the immediate future, but of *"embedding these skills in our organisation."*



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Judi Arrowsmith, IT Services,