

Huthwaite helps WindRiver keep speaking the same language

It's important to keep a common structure or 'language' in any organisation - discrepancies in understanding even the most basic of business terminology can sometimes result in a serious breakdown in communication. That's why WindRiver, the leading provider of software for embedded microprocessors, was keen to ensure that increased growth, and addition of new personnel would not affect the common sales language within the company.

Headquartered in Alameda, California, WindRiver employs around 2,000 people, and with a turnover of over \$430 million, it has emerged as one of the key companies in a growing industry. To ensure that it consolidates this position, WindRiver has implemented Huthwaite's SPIN[®] Selling skills across the business in its UK, mainland Europe and US operations, with the aim of establishing SPIN[®] as the organisation's sales 'language'.

Indeed, the company has even decided to license the use of SPIN[®] in its induction programme to ensure that its newest recruits receive a taste of the common sales process from the outset, before receiving more focused training at a later date. WindRiver made the decision to develop a further in-

house training programme to ensure that the common process it had created was not diluted by an influx of new resources, untrained in SPIN[®], and unfamiliar with existing practices.

In order to achieve this, WindRiver was able to work alongside Huthwaite to update the existing roleplay case studies to make them more relevant to the market and product range. Steve Harris, WindRiver's Regional Director for Western Europe, who spent time working with Huthwaite to tailor the skills package, commented: "We keep choosing Huthwaite's SPIN[®] model because it makes good sense - many training courses sound fine in theory, but are difficult to transfer out of the classroom. The fact that we are able to create roleplays that directly address issues that are

relevant to us makes the training much more applicable".

Steve continues: "So far the feedback we've had from those taking the training has been very positive - the sales staff in particular have got a lot out of the training, and interestingly the field application engineers have also found it extremely useful. As a result, all our people are now more business focused, and really feel that the training has developed vital skills that our technical staff were not really exploiting. It's one thing making sure everyone at WindRiver speaks the same language, and quite another ensuring that the language itself is applicable and relevant - Huthwaite and SPIN[®] have helped us to achieve both these goals".



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