

# Delivery options for SPIN® Selling

As part of the process of developing an implementation plan that suits your unique requirements, your Huthwaite account manager will want to discuss different delivery models. The three main options are described below.

With all of them, we'd encourage you to work with us to help us customise the materials, exercises and roleplays to replicate the real-world selling environment your people face. This maximises the application of the methodology.

## Classroom classic

For SPIN® Selling, this remains the most popular option chosen by clients across the world. It retains its appeal because clients want to bring their people together in groups to maximise the learning and have it delivered 'live' by Huthwaite's world-class trainers with passion, panache and professionalism.

Because of our network of international partners around the globe, this option is available in over 40 countries and 30 languages.

The usual configuration is a three-day residential or day/delegate programme with one trainer working with a maximum participant group of 12. Other designs and configurations are available and your account manager will be happy to discuss these with you.

## Blended learning

If you want to minimise your people's downtime and are happy that they can work their way through much of the content individually beforehand, this option is for you. It comprises two elements:

- A self-managed e-learning package that conveys the theory of SPIN® and sits within a Learning Management System that monitors, assesses and reports student progress.
- A two-day Instructor Led Training (ILT) event that concentrates on practice and feedback to help your people apply the theory they have learnt and develop the associated skills.

The e-learning involves up to five hours individual study, preferably spread across a few days. It's available in English, French, German, Dutch, Spanish, Italian and simplified and mandarin Chinese. A knowledge test at the end qualifies participants to attend the ILT event. This is a two-day residential or day/delegate programme with the same trainer:participant ratio as the classic version.

## Virtual training campus

Until recently, if your salesforce was widely distributed, you'd have to face substantial costs and potential logistical challenges to bring them together. Huthwaite's virtual training campus gives you the opportunity to bring geographically-dispersed groups together for highly interactive, short training sessions, where the focus is still on the development and refinement of behavioural skill. Working generally with smaller groups and a higher trainer:delegate ratio than in the face-to-face classroom also allows the training to be more individually focused, with participants receiving more one-to-one feedback from our experts.

In the virtual world you can attend a full SPIN® programme by attending five, four hour sessions. These are spread over five days, to allow for the more intense nature of the virtual training environment. We also offer one-off refresher and coaching sessions to reinforce the application of the behavioural skills. This can be combined with either the virtual or face-to-face programme.