

# V9 – SPIN selling questions

## Situation questions

- Information-gathering on current position - processes, pain points, plans, results
- *'How do you currently insure that', 'Can you describe the production process'*
- Not positively correlated with sales success – benefit ALL to SELLER
- ESSENTIAL to inform later question sets – but top performers limit to fewer and more focused
- Research first to limit number questions

## Problem questions

- Probe for problems, points of dissatisfaction, or general difficulties you may be able to solve
- Invites prospects to state implied need
- Maybe unaware they have problem! May come to new realisation
- *'Are you satisfied with...?', 'What are the disadvantages of your current approach?'*
- Strong correlation with success in smaller sales...NOT larger sales
- But important to create raw material to develop explicit needs in Implication and need pay-off questions

## Implication questions

- Probe for the consequences of a problem.
- Prospect should feel the problem is now LARGER and more URGENT = > increase perceived seriousness
- Significant positive correlation with sales success – top performers use 4x number Implication questions
- *'You've said the claims process is very slow – how does that effect you?', 'How much could that uninsured exposure cost you'*
- Downside – is focused on negative

## Need pay-off questions

- Positive – moving toward pleasure behaviour
- Builds perception of value and desirability of your solution – gets them to tell you benefits
- ...reduces objections
- Strongly linked to successful sales outcomes
- Generic need pay-off questions you can use/adapt: *Why is that important? How would that help? Would it be useful if...'*
- *'Is there any other way this could help you?'*