

Workshop Preparation Kit

for the Workshop

“Putting Your Accounts Through A SPIN[®] Cycle”

A Workshop Facilitated by
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Recommended Timeline For the Workshop

12 Weeks or More Before Your Workshop

Schedule and book the workshop with Lodestar. (12 weeks is the suggested minimum time to have a reasonable chance of getting the dates you want. On some occasions, it may be possible to book a workshop on a shorter time frame than this, but the earlier you contact Lodestar, the better are your chances of getting the date(s) you want.)

8 Weeks Prior to the Workshop

Notify your territory managers (TMs) of the coming workshop (if you have not already done so).

e-Mail out the invitation memo (a sample is included in this kit).

If you need to order audio-visual equipment, schedule it now. If you have it on hand, skip this step. Equipment needed: computer projector (VGA, SVGA, or XGA) and screen; flip chart with 1 full pad of paper.

If you decide to hold the workshop off-site, make arrangements for a meeting location. If you go off-site, remember to make arrangements for lunch or dinner (depending on when you decide to start your workshop) and early and late refreshment breaks.

2 Weeks Prior to the Workshop

Remind your TMs of the coming workshop.

(Optional: e-Mail the confirmation notice to all who will be attending. See the sample in this kit.)

1 Week Prior to the Workshop

Print any materials from the master material sent to you by Lodestar (if applicable).

1 Day Before the Workshop

- Make sure the room is set up per the attached room set-up diagram.
- Make sure the audio-visual equipment and flip chart are set up and ready to go.
- Make sure the lunch is set.
- Make sure the breaks are set up. You should have coffee/tea on hand when your guests arrive; donuts and fruit are optional. Plan on a mid-morning break (around 10:00 am; refresh the coffee; add soft drinks) and an afternoon break (around 2:30 pm; soft drinks).
- Designate a representative from your distributorship to be present to start the meeting with welcoming comments, etc. (This person is not required to stay beyond the kick-off speech.)

Day of the Workshop

- Make sure your welcomer will be present and has appropriate welcoming comments ready.
- One hour before the meeting starts, make sure the opening refreshments are out and ready and that the caterer is on schedule for the first and second breaks and meal.

1 Week After the Workshop

- You will be receiving the invoice from Lodestar for your workshop.

Workshop Description

A fun-filled and emotionally powerful day and a half of learning how to ask powerful questions that can elevate a contractor's needs from a vague sense of unease to burning issues that demand a remedy at almost any price. Participants will be given the tools and strategies they will need to craft powerful SPIN[®] questions for their own products and service lines. They will then practice their questions and new skills on each other and the facilitator.

Who would best benefit by participating:

Field sales representatives (“territory managers”, “account managers”, “sales reps”, etc.) of all experience levels and market foci (residential or commercial); sales management personnel

Deliverables:

Manual (100 pages)

What the Participants will do:

- ★ Learn how the propensity to spend money to solve a problem is in direct proportion to its perceived emotional power
- ★ Learn how to ask questions that elevate a problem in the customer's mind to the point where the problem is loaded with emotional power
- ★ Write several questions they can use in various situations with their customers and prospects

Workshop Objectives

1. Describe how emotions play the central role in purchasing decisions.
2. Define “SPIN[®]”.
3. Describe the difference between telling skills and listening skills.
4. Describe how to morph implied needs into explicit ones.
5. Create good SPIN[®] question.
6. Describe how to overcome objections (should they occur).
7. Demonstrate proficiency with SPIN[®] by taking the facilitator (or classmate) through a complete SPIN[®] cycle.

Workshop Logistics

TMs should bring the following:

- ★ Notebook or note paper
- ★ Pens or pencils

Lodestar will provide the following:

- ★ Sign-in sheet
- ★ Name tent cards

Distributor should provide the following:

- ★ Workbook printed from the Adobe PDF file sent to them by Lodestar (100 pages; can be put into a 1/2 –inch 3-ring binder)
- ★ We suggest you also provide your TMs with a copy of Neal Rackham’s paperback book, *The SPIN[®] Selling Field Book* for each TM about a month before the workshop. (This is an optional suggestion, not a requirement, but it will help the workshop take better hold.)

How To Sell It To Your TMs

Lodestar believes strongly in (and teaches) the use of SPIN[®] questions. Therefore, we recommend that this workshop be sold using a series of SPIN[®] questions. The following are offered as possible question sets to use. Feel free to use them or create your own.

Situation

How do you think you are doing overall at uncovering your dealers's needs?

Problem

Are there ever times when you feel you are not getting to the heart of some of your dealers's problems?

Do you think that not being able to get to the heart of a dealer's problem could ever prevent you from selling as much to him or her as you could?

Implication

How many sales would you think you're missing by not getting to the real problems? How do you think it will get any better?

Needs Pay-off

If you knew how to ask powerful needs-uncovering questions that could propel the dealer towards the solution you offer, what might that do for your sales performance? How would it make you feel as a TM knowing you were the best at solving your dealer's needs?

Workshop Cost Estimating Sheet

Item	Quantity	Cost Ea	Net Cost		
Facilitation Fee (get quote from Lodestar)	1	\$5,500	\$5,500		
Travel expenses (estimated)	1	\$1,000	\$1,000		
Workbooks		\$	\$		
Arrival refreshments		\$	\$		
First break		\$	\$		
Meal		\$	\$		
Second break		\$	\$		
Audio-visual: VGA projector/screen	1	\$	\$		
Audio-visual: flip chart/pad	1	\$	\$		
Room rental	1	\$	\$		
Trinkets you may wish to give away		\$	\$		
Other:		\$	\$		
Total workshop costs					\$
Less Manufacturer Co-op approved					-\$
Total expected attendance					
Cost per attendee				\$	

Sample Invitation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

Have you ever gone to a store to buy something, like a TV or a computer, and have the clerk walk up to you and ask the famous question, “May I help you?”

And did you do what I normally do? Say, “No, just looking.”

Why do we do that? Why do we instinctively try to distance ourselves from what we perceive to be pushy sales people? And do you think that the opening question that most sales clerks use is a detriment to their sales success, not a help?

I always feel “used” by a sales person who just tries to sell me something. But I also have had experiences where I enjoyed the purchase because the sales person was helping me solve a real and difficult problem, and they did it with a finesse that amazed me and did not show up on my “sneaky sales clerk” radar screen! You’ve probably had experiences like that too.

Well, we are going to give you a chance to improve your sales questioning skills in a few weeks. We have hired a company called Lodestar Consulting to come to our place and conduct a one and a half day workshop that can help us avoid the sales-gimmicky sound and patter and break through to consultative, problem-solving selling. Your attendance at this workshop is not only requested—it is required, because we believe very strongly that a sales team that knows how to use questions better is a more productive team, and we *all* reap the rewards of that!

Mark your calendars for [date]. To be ready for this workshop, you will need to bring a pen or pencil and some note paper. You will also be given a copy of a book to read before the workshop. It is titled *The SPIN[®] Selling Field Book*, and I expect each of you to have read it and worked the exercises in the book before the workshop.

I am looking forward to this time and I think you will appreciate the fact you participated too.

[Signed by sales manager or other appropriate executive]

Sample Confirmation Letter

Feel free to copy this letter (from Acrobat reader, select the text and Copy it, then Paste it into your word processor document).

Good day, sales team!

Just a reminder that you are confirmed to attend our upcoming workshop, “Putting Your Accounts Through a SPIN[®] Cycle”, conducted by Lodestar Consulting, on [date] at [location].

Be sure you bring a pen or pencil and some note paper. You should also bring your filled-in copy of *The SPIN[®] Selling Field Book*.

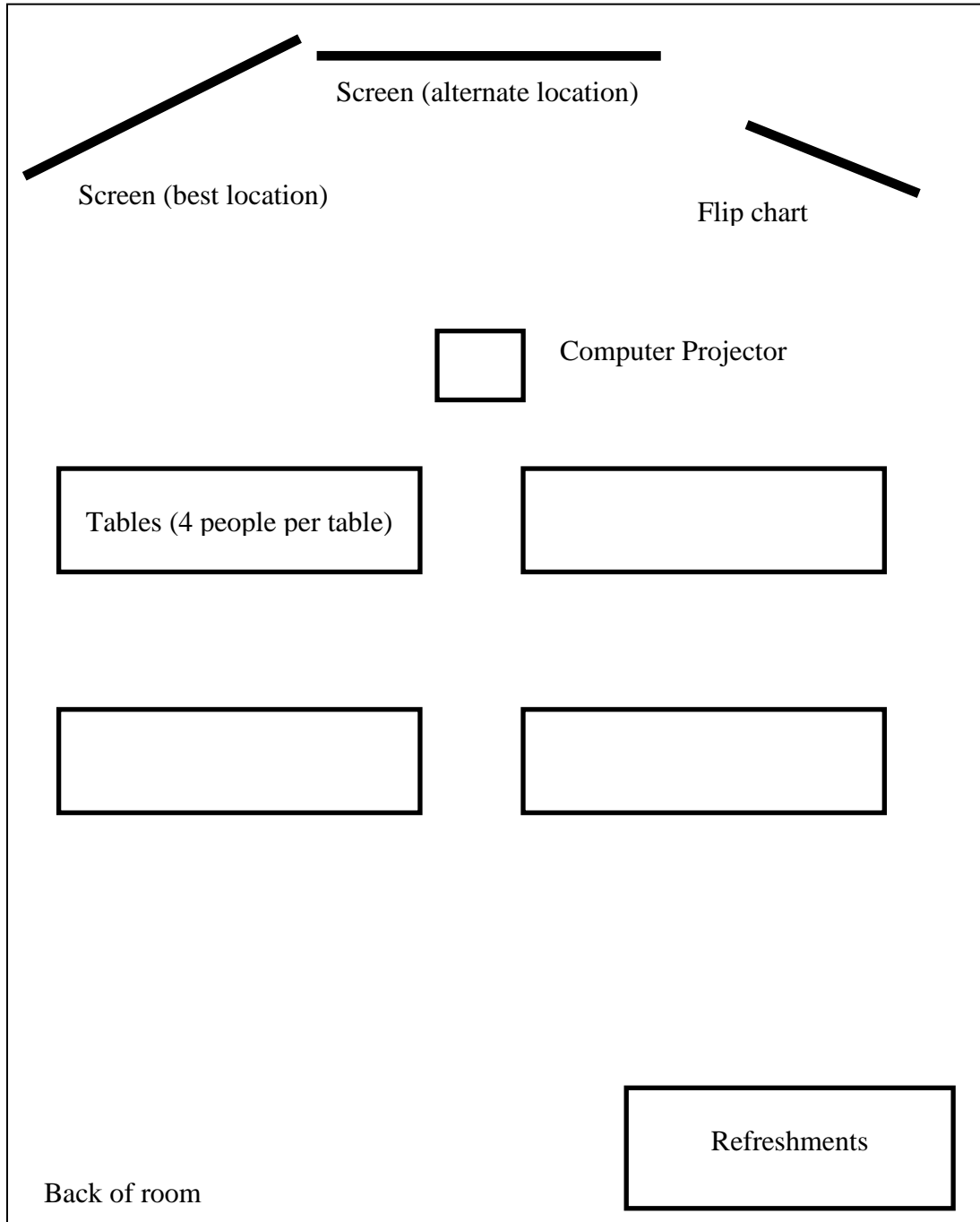
The meeting starts at 8:00 am sharp! We’ll have coffee and rolls ready for you.

See you on the [date].

[Sales manager or other appropriate executive signature]

Requested Room Layout

As much as possible, try to have the workshop room arranged along the following scheme:



If you will be using computers, please be sure to have adequate power arrangements set up.