



Huthwaite International Open Courses 2011

SPIN® Selling Skills

Winning Proposals

Powerful Sales Presentations

Account Strategy for Major Sales

Acquiring and Developing Accounts by Telephone

Salesforce Management

SPIN® Marketing Workshop

Negotiation Skills

Open Course Brochure



Sales



Negotiation

www.huthwaite.co.uk

Change Behaviour. Change Results.™

 **Huthwaite**
improving sales performance *International*

SPIN[®] Selling Skills

Three-day course

SPIN[®] Selling Skills is the definitive course for consultative selling in a business-to-business environment. Over the past three decades, SPIN[®] has proved to be the most effective way to improve your sales success and deliver bottom line results.

In addition to sales executives and sales managers, this course can be highly beneficial to engineers, technical specialists or sales support staff involved in the selling process or who may be exposed to selling opportunities in their work with customers.



[View online overview](#)

Dates and venues

15-17	March	Heathrow
12-14	April	Heathrow
17-19	May	Heathrow
14-16	June	Heathrow
12-14	July	Leeds
16-18	August	Heathrow
13-15	September	Heathrow
11-13	October	Heathrow
14-16	November	Heathrow
06-08	December	Heathrow

Course fee:
£1,450

**ISMM discounted
fee: £1,233**

To make a booking, telephone
Jayne McEcrum on 01709 521243
stating your ISMM membership number,
or email jmcecrum@huthwaite.co.uk

Winning Proposals

One-day course

This workshop will enable you to write more impactful and persuasive proposals. Create a document that is appealing to read and talks to the customer in their own language - one that highlights your strengths and value to the customer and puts you ahead of the competition. Using the SPIN® model as a guide, you will create a structural template to take away with you to make future proposals more successful.

Where bid teams are engaged in preparing proposal documents continuity of style and the persuasive message will be improved if the whole 'bid team' attends the workshop together.



View online overview

Dates and venues

10	May	Heathrow
25	October	Heathrow

Course fee:
£620

**ISMM discounted
fee: £527**

To make a booking, telephone
Jayne McCram on 01709 521243
stating your ISMM membership number,
or email jmccram@huthwaite.co.uk

Powerful Sales Presentations

Two-day course

This advanced workshop will enable you to make your presentations more persuasive and memorable using SPIN® and our unique presentation process model, SIEVE. Working on a presentation brought with you to the workshop you will have opportunities for practice and feedback and will leave the workshop with a structured template to make future presentations more successful.

If technical specialists are required to make a large contribution, continuity of style and the persuasive message will be improved if the whole presentation team attends the workshop together.



View online overview

Dates and venues

11-12	May	Heathrow
26-27	October	Heathrow

Course fee:
£980

**ISMM discounted
fee: £833**

To make a booking, telephone
Jayne McCram on 01709 521243
stating your ISMM membership number,
or email jmccram@huthwaite.co.uk

Account Strategy for Major Sales

Three-day course

ASMS will help you maximise major sales opportunities by focusing on the journey the customer takes before arriving at a major decision. Through this workshop style event, you will sell to a simulated key account using the skills, processes and tools adopted by many top companies worldwide.

Highly appropriate for sales managers, account managers, sales executives and any other specialists tasked with the management of long-cycle sales involving multiple influencers/decision makers, strong competitive activity and a perceived risk for the customer of making a wrong decision.



View online overview

Dates and venues

21-23	June	Heathrow
22-24	November	Heathrow

Course fee:
£1,650

**ISMM discounted
fee: £1,403**

To make a booking, telephone
Jayne McCram on 01709 521243
stating your ISMM membership number,
or email jmccram@huthwaite.co.uk

Acquiring and Developing Accounts by Telephone

Two-day course

Designed to meet the needs of sellers who work mainly by making outbound telephone calls, this course will give you the skills and tools that match those of field-based sellers. The focus is on acquiring and developing business and is aimed at people whose main goal is revenue generation from new or existing customers.

Anyone involved in acquiring and developing sales relationships by telephone and other remote techniques. This course is also useful for face-to-face sellers who are involved in a high level of telephone work.



View online overview

Dates and venues

22-23	March	Heathrow
27-28	September	Heathrow

Course fee:
£795

**ISMM discounted
fee: £676**

To make a booking, telephone
Jayne McCram on 01709 521243
stating your ISMM membership number,
or email jmccram@huthwaite.co.uk

Salesforce Management

Three-day course

This course builds upon a Sales Manager's proven sales skills to give the capability to coach and motivate, run effective meetings, and to know the difference between push and pull styles of persuasion and when to use them. Additionally, we introduce models in tactical sales planning and resource application.

This course will introduce the newly appointed Sales Manager to the necessary skills for improved sales management enabling them to run their teams more effectively and perhaps earn respect and a more rewarding role in the process!



View online overview

Dates and venues

28-30	June	Heathrow
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Course fee:
£1,550

**ISMM discounted
fee: £1,318**

To make a booking, telephone
Jayne McCram on 01709 521243
stating your ISMM membership number,
or email jmccram@huthwaite.co.uk

SPIN[®] Marketing Workshop

Two-day course

This workshop draws on the principles of SPIN[®] to enable you to produce marketing collateral that is not only more persuasive but is also consistent with the sales activities of a SPIN[®]-trained salesforce.

The workshop is relevant to all areas of above- and below-the-line marketing promotion, from media advertising, through direct mail, to PR and product launches. Greatest consistency is achieved if specialists covering each function attend the workshop together.



View online overview

Dates and venues

7-8	June	Heathrow
18-19	October	Heathrow

Course fee:
£950

**ISMM discounted
fee: £808**

To make a booking, telephone
Jayne McEcrum on 01709 521243
stating your ISMM membership number,
or email jmcecrum@huthwaite.co.uk

Negotiation Skills

Three-day course

Unique behavioural research means that we are able to help you with all aspects of negotiation. We will give you insights into your negotiating behaviour that will help you develop your skills no matter what your level of experience or field of negotiation, leading to longer-term, more profitable relationships with your clients.

This course is ideal for sales executives, sales managers, technical, financial or legal specialists involved in the planning or execution of major contracts or agreements in which the terms of business are variable. Note: Huthwaite research showed that in negotiation effective performers on both sides used the same planning methods and skills.

[View online overview](#)

Dates and venues

5-7	April	Heathrow
5-7	July	Heathrow
1-3	November	Heathrow

Course fee:
£1,750

**ISMM discounted
fee: £1,488**

To make a booking, telephone
Jayne McCram on 01709 521243
stating your ISMM membership number,
or email jmccram@huthwaite.co.uk

