



Franchise Training Institute

Lesson Description: This lesson consists of a review of the most important components of the SPIN Selling method when applied to Franchise Brokering.

Prerequisites: Question-Based Broker Session 1 & 2

Instructor: Amanda Ramirez

Resources: Previously recorded session for training reference only

Quiz: There is a quiz on week 5

SPIN Selling Broker Points

1. Overview of question types

- Students should have a base understanding of SPIN
- Situation
- Problem
- Implication
- Needs-Payoff

2. Integration into every step of the process

3. Layers

- Surface
- Emotions
- Image

4. Prepare questions before every call

- Situation
- Problem
- Implication
- Needs payoff

5. Check Questions

- Open-Ended
- Offensive
- Relevant
- New - no repetition

6. Show the builder (*we will use throughout the training process*).

7. Use the guide to pull questions (*we will use it throughout the training process*).

8. Levels of questions