



The question-based broker points of SPIN Selling

Lesson Description: The purpose of this lesson is to review the most important components of SPIN Selling when applied to Franchise Brokering.

Prerequisites:

- SPIN Selling Session 1: Techniques to high-end sales performance (*Assigned on Week 2*)
- SPIN Selling Session 2: Question Based Broker Course (*Assigned on Week 2*)

Lesson Media: SPIN Selling Workbook, SPIN Selling Ebook

Quiz: There is a SPIN Selling Session 3: Exercises & Quiz (*Look into next week's FTI Calendar for Week 5*)

SPIN Selling Broker Points

1. An overview of question types.

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

2. An integrated approach to all steps of the process.

3. Several Layers

- Surface
- Emotions
- Image

4. Prepare questions prior to every call.

- Situation
- Problem
- Implication
- Needs payoff

5. Questions to check.

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

6. Building the questions (*we will use them throughout the training process*).

- Questions can be gathered from the guide

7. There are various levels of questions.