

# Sales Skills: SPIN Selling & Negotiation

Learn to generate leads, apply SPIN selling and negotiation techniques, manage customer relationships, and organise sales productivity.

**4**

MODULES

**24**

TOPICS

## COURSE OVERVIEW

This course covers lead generation and prospecting through cold calling, email outreach and account-based marketing. It then examines sales techniques including the SPIN selling framework, solution selling and negotiation strategies. Attention turns to customer relationship management, covering retention, upselling and cross-selling, and relationship building. The course closes with productivity and time management topics such as task prioritisation, sales pipeline management and daily productivity techniques.

## WHO THIS COURSE IS FOR

Sales Representatives

Account Managers

Business Development Executives

Sales Team Leaders

Customer Relationship Managers

## LEARNING OBJECTIVES

- Apply cold calling strategies for call preparation and objection handling
- Develop email outreach with compelling subject lines and personalisation
- Identify target accounts and stakeholders for account-based marketing
- Apply the SPIN selling framework to uncover client needs
- Align product features with customer pain points through solution selling
- Plan negotiation strategies that preserve long-term relationships
- Implement retention, upselling and cross-selling techniques with customers
- Prioritise sales tasks and manage pipelines for productivity

## 4 Modules, 24 Topics

01

1.5 hours

### Lead Generation & Prospecting

#### COLD CALLING STRATEGIES

- **Preparing for calls:** Research and scripting
- Overcoming objections with confidence

#### EFFECTIVE EMAIL OUTREACH

- Writing compelling subject lines and email content
- Personalization techniques for higher response rates

#### ACCOUNT-BASED MARKETING (ABM)

- Identifying target accounts and stakeholders
- Crafting tailored messages to address specific needs

02

1.5 hours

### Sales Techniques

#### SPIN SELLING FRAMEWORK

- Understanding Situation, Problem, Implication, and Need-Payoff questions
- Applying SPIN to uncover deeper client needs

#### SOLUTION SELLING

- Aligning product features with customer pain points
- Demonstrating value through tailored solutions

#### NEGOTIATION STRATEGIES

- Preparing for successful negotiations
- Closing deals while maintaining long-term relationships

**03****1.5 hours**

## Customer Relationship Management (CRM)

### RETENTION STRATEGIES

- Creating touchpoints to maintain engagement
- Addressing customer concerns proactively

### UPSELLING AND CROSS-SELLING

- Identifying opportunities to increase account value
- Tactful communication for additional offerings

### RELATIONSHIP BUILDING

- Establishing trust through consistent follow-ups
- Customizing interactions to build loyalty

**04****1.5 hours**

## Productivity & Time Management

### TASK PRIORITIZATION

- Using tools like Eisenhower Matrix to focus on impactful activities
- Managing competing priorities in a dynamic sales environment

### SALES PIPELINE MANAGEMENT

- Tracking leads through CRM effectively
- Setting realistic goals and milestones

### DAILY PRODUCTIVITY HACKS

- Streamlining routine activities with automation tools
- Maintaining momentum through effective time blocking

#### WHAT IS INCLUDED

## Everything You Need to Succeed

- Koenig course material for every module
- Delivery by certified instructors and subject matter experts
- Hands-on exercises throughout the course
- Course completion certificate from Koenig

#### ABOUT KOENIG

## Who We Are

Established in 1993, Koenig Solutions is a globally recognised training provider with 35+ technology partnerships, 5,000+ training programmes and a network of certified instructors and subject matter experts, supporting individuals and enterprise teams worldwide.

#### FLEXIBLE DELIVERY

## Learn the Way That Suits You

Classroom Training

Live Online Classes (ILO)

Fly-Me-A-Trainer (FMAT)

Flexi (Self-Paced)

1-on-1 Training

## Ready to Get Started?

Talk to a learning advisor about schedules, group training and customised delivery.

Visit [koenig-solutions.com](https://koenig-solutions.com)

✉ [info@koenig-solutions.com](mailto:info@koenig-solutions.com)