

# The SPIN Selling Blueprint

## Exercise:

[https://drive.google.com/drive/folders/1-pTNA6TkhhbN92DMZjimNSCeq4z3fS0-s?usp=drive\\_link](https://drive.google.com/drive/folders/1-pTNA6TkhhbN92DMZjimNSCeq4z3fS0-s?usp=drive_link)

## Quick recap

Warren and Stuart discussed content for Stuart's resume optimization lead magnet, focusing on improving the landing page copy to better address explicit needs and differentiate from typical resume advice. They reviewed the current draft, which emphasized nuanced verbs over generic action words, and agreed the opening statement needed to clearly communicate immediate benefits to potential clients seeking interviews. The conversation then shifted to Warren's sales training class where he introduced Spin Selling methodology, explaining how to structure client conversations around investigation rather than closing, using a four-step process of Situation, Problem, Implication, and Need Payoff. Warren announced a schedule change, moving office hours to 3 PM Eastern time, and Minka joined briefly to confirm she had completed the previous week's assignments despite being in the hospital visiting a friend.

## Summary

### Return from Asia and Setup

Warren discussed his recent return to the United States after spending a year in Asia, noting cultural differences, particularly in food options. He mentioned setting up a new preamp and improving his audio setup. Stuart shared some advice about presentation decks and offered help with naming conventions if needed. The conversation ended with Stuart preparing to share some content about updating landing pages.

### High-Impact Verbs Lead Magnet

Stuart presented a draft of content for a lead magnet focused on 50 high-impact verbs that help candidates differentiate themselves in job applications. The content aims to highlight how specific verbs can convey a candidate's professional style and qualities beyond just describing actions. Stuart explained his plan to create shorter social media content that references the importance of differentiation, leading to the full verb list as a lead magnet. Warren clarified that the shorter content would be used in posts, while the full version would appear on the opt-in landing page.

## **Landing Page Content Improvement Discussion**

Stuart and Warren discussed improving the landing page content, focusing on making the subheader address explicit needs rather than just implied needs. Warren suggested that the content should clearly communicate value to visitors who may not read the full page. Stuart proposed using a metaphor about dominoes to illustrate how small changes in resume verbs can significantly impact job outcomes. They also discussed the balance between making content accessible to new visitors while maintaining trust for those exploring further.

## **Lead Magnet First Sentence Optimization**

Stuart and Warren discussed improving the first sentence of a lead magnet to clearly communicate the benefit to potential subscribers. Warren advised making the first sentence directly address the subscriber's explicit need, suggesting to tie intangible benefits with tangible outcomes like getting an interview. They agreed to conduct a split test with different first lines to determine which performs better. The conversation also touched on the structure of the landing page and thank you page, with Warren suggesting a direct path to the next conversion event after initial sign-up.

## **Lead Funnel Strategy Discussion**

Warren and Stuart discussed strategies for capturing and nurturing leads through different funnel approaches. They explored options including lead magnets, tripwire offers, and welcome sequences, with Warren suggesting two potential paths: a direct conversion path on the thank you page for hot prospects, and a nurture sequence via email for those needing more information. Stuart identified two distinct audience segments - frustrated individuals ready to take action and those not yet at that stage - leading to a discussion about potentially creating separate funnels for different stages of the customer journey.

## **Predicting Future Events and Trust**

Stuart and Warren discussed the importance of predicting future events to build trust with others. Warren mentioned he would find new metaphors and videos instead of using Eben's leverage concept. Stuart shared links with domino-related footage that Warren could use for his teaching on the value ladder to success. Warren also addressed technical issues with his camera, switching to 30 megapixels to resolve freezing problems.

## **Coaching Package Design Strategy**

Warren led a discussion on designing coaching packages and sales processes, emphasizing the importance of helping clients make informed buying decisions rather than using high-pressure sales tactics. He explained the concept of "client conversations" based on James Mell's approach, which focuses on asking questions to help clients imagine their future, consider

the past, and assess their current situation. The discussion highlighted the need to establish safety and rapport with clients before diving into sales, even for business professionals, using Maslow's hierarchy of needs as a framework to understand client psychology.

## **Office Hours Schedule and Sales Strategy**

Warren announced a schedule change, moving the office hours call from 10 AM Eastern to 3 PM Eastern starting next week. He also mentioned plans to revamp the content with new visuals and infographics. Warren discussed the importance of using a research-based sales approach, specifically mentioning the Spin Selling methodology, which is backed by extensive data from 12 years of research across 27 countries. He emphasized the shift from traditional "always be closing" tactics to using investigative techniques in high-ticket sales.

## **Sales Process Improvement Strategies**

Warren discussed strategies for improving sales processes, emphasizing the importance of objection prevention over handling objections and the use of specific, targeted questions rather than open-ended ones. He explained the difference between simple sales and major sales, advocating for focusing on major sales that involve ongoing partnerships and multiple stakeholders. Warren outlined a sales process framework consisting of preliminaries, investigation, and client conversations, stressing that the key to success in major sales lies in thorough investigation of needs and building value rather than focusing on closing techniques.

## **Distinguishing Implied and Explicit Needs**

Warren explained the importance of distinguishing between implied and explicit needs in the sales process, emphasizing that while implied needs (minor concerns and problems) are common in smaller sales, explicit needs (specific wants or desires causing significant discomfort) are crucial for larger sales. He outlined a framework using SPI (Situation, Problem, Implication, and Need Payoff) to help sellers systematically uncover and address explicit needs, ensuring the seriousness of the problem outweighs the cost of the solution. Warren stressed that sellers should focus on agitating pain and helping clients move from implied to explicit needs through careful questioning rather than aggressive closing techniques.

## **SPIN Sales Method Training**

Warren explained a structured approach to sales conversations using the Situation-Problem-Implication-Need Payoff (SPIN) method. He emphasized the importance of quickly moving from situation questions to problem and implication questions to avoid buyer fatigue, while avoiding excessive fact-finding. Warren stressed the need to help customers articulate their implied needs and pain points rather than focusing solely on features, as people buy benefits rather than features. He noted that successful higher-ticket sales rely on discussing benefits and helping customers understand the value and consequences of their problems.

## **SPIN Selling Techniques Discussion**

Warren discussed the importance of focusing on investigating explicit needs rather than pitching solutions early, emphasizing that this approach can significantly reduce objections. He shared research data showing that training focused on need development rather than objection handling resulted in a 55% drop in objections. Warren introduced a new Google Drive folder containing exercises and materials for practicing SPIN selling techniques, including questions for uncovering problems, implications, and need payoffs. Minka mentioned she had read the SPIN selling book twice and completed the previous week's exercises, but due to her friend's hospitalization, she would be listening rather than participating in the current session.