

“SELL ME THIS PEN”

Sample SPIN Questions



Situation

- Can you tell me about your role within the company?
- What are you using to take notes and sign contracts at the moment?
- Do you own or lease your current writing equipment?
- Do you find this to be a reliable method of taking notes / signing contracts?

Problem

- Are you satisfied with your present writing equipment?
- Do you have any problems with your current writing equipment?
- How difficult is it to replace or repair your current writing equipment if it breaks or gets lost?
- What reliability problems does your current writing equipment present?



Implication

- How does a broken / lost pen affect your productivity?
- Has a broken / lost pen ever caused a missed meeting or held up the signing of a contract?
- Would a cheap / faulty pen leave a bad impression of you with a client if they were to see you with one?
- What effect would faulty writing equipment have on your ability to do your job?



Need-payoff

- How much time would you save if you had a consistent and reliable pen which you do not lose?
- Would it be useful to have a pen which can write instantaneously and without fail?
- Could a refillable pen save your company money when you only have to buy the refills rather than the whole item?



Summary

Asking questions and listening to the cues in the answers is key to correctly using the SPIN Selling technique. A sales person should be able to demonstrate these on demand and develop an understanding of their prospect's needs from it.

Read more at: <https://www.onepagecrm.com/blog/sell-me-this-pen>