

Course Guide 2012

for individuals and small groups



Huthwaite Open Courses deliver results

We can help you improve the sales performance of your business.

For over 30 years we've been helping businesses across the world deliver long-term, tangible results through our behavioural change methodologies. Our approach works. It's proved effective in all business sectors, and is also flexible enough to integrate into existing business processes.

Our approach is based on research into what effective sellers and negotiators do. We've spent decades learning which key behaviours deliver outstanding performance. This has been achieved by carrying out rigorous research, and extensive ongoing analysis of the behaviours of the very best sales and negotiation professionals. And it's this unrivalled knowledge that enables us to meet our clients' needs, and more importantly, help them meet the needs of their customers.

By identifying what separates successful people from their less effective peers, we can pinpoint effective behaviours and best practice and replicate them across all areas of your business. By positively changing behaviour, then instilling and reinforcing these changes until they become second nature, your people and, through them, your business can reach and sustain new levels of success.

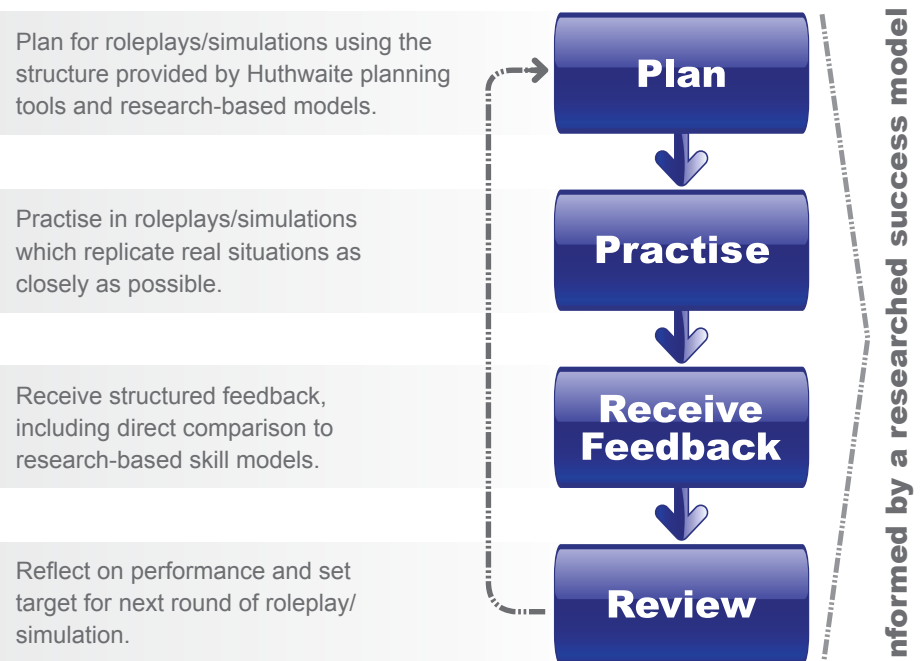


Our Training Methodology

We pride ourselves on the quality of our training delivery. Our trainers are handpicked, trained to the highest standard and subject to ongoing quality checks. They are passionate about what we do and how we can help your company.

Our models have been developed over more than three decades and are based on intensive research into what successful sellers and negotiators do that distinguish them from the rest. We have the biggest database of behavioural research in the world and this has been used to refine and develop our training so that we can confidently say that, when it comes to delivering results, we are the best!

This is how we develop skills:



Read more about [Behaviour Analysis](#) and how it is used in Huthwaite research.

Open Courses

Huthwaite Open Courses give individuals and small groups access to the world's best sales effectiveness training. Our open courses are also used by larger organisations wishing to sample Huthwaite courses or as an alternative to in-house training, where companies seek the benefits of their people mixing with delegates from other organisations.

Open courses at a glance



SPIN® Selling Skills

3-day course

SPIN® Selling Skills is the definitive programme for consultative selling in a business-to-business environment.

Over the past three decades, SPIN® has proved to be the most effective way to improve your sales success and deliver bottom-line results.



Negotiation Skills

3-day course

Unique behavioural research means that we are able to help you with all aspects of negotiation as well as give insights into your negotiating behaviour that will help you develop your skills, no matter what your level of experience.

1-day course

A condensed course for those who are new to negotiation.



Account Strategy for Major Sales (ASMS)

3-day course

ASMS will help you maximise major sales opportunities by focusing on the journey the customer makes in arriving at a major decision.

Includes a free electronic Huthwaite Account Strategy toolkit.



Acquiring & Developing Accounts by Telephone (ADAT)

2-day course

Designed to meet the needs of sellers who work mainly by making outbound telephone calls, this course will give you the skills and tools that match those of field-based sellers.



SPIN® Coaching - Virtual

Half-day course

SPIN® Coaching - Virtual provides sales managers and anyone who needs to coach sellers with the skills to coach and reinforce SPIN®. As it is delivered through our virtual training platform, you can attend as a delegate without leaving your desk.



Winning Profitable Business

1-day workshop

Winning Profitable business gives a broad overview of complex selling and provides many useful insights which can be put into practice immediately. It also helps you to pinpoint problems in your company's selling processes and to formulate actions to deal with them.

UK-based Huthwaite Open Courses 2012

Course	Date	Location	Price
SPIN® Selling Skills	15-17 May	Heathrow	£1,450
	19-21 June	Heathrow	£1,450
	17-19 July	Heathrow	£1,450
	14-16 August	Heathrow	£1,450
	11-13 September	Leeds	£1,450
	16-18 October	Heathrow	£1,450
	13-15 November	Heathrow	£1,450
	4-6 December	Heathrow	£1,450
Negotiation Skills 3-Day	7-9 August	Heathrow	£1,750
	20-22 November	Heathrow	£1,750
Negotiation Skills 1-Day	18 September	Heathrow	£620
Account Strategy for Major Sales	3-5 July	Heathrow	£1,650
	2-4 October	Heathrow	£1,650
Acquiring and Developing Accounts by Telephone	3-4 July	Heathrow	£795
	6-7 November	Heathrow	£795
SPIN® Coaching - Virtual	13 June	Desktop	£385
Winning Profitable Business	5 July	Heathrow	£275

Click [here](#) for information on **Huthwaite Open courses in other countries**, for details about **venues** or to make **online bookings**.

15% discount when you book at least 75 days in advance online.

For more information or to make a telephone booking call Jayne McEcrum +44 (0) 1709 521 243 or email jmcecrum@huthwaite.co.uk



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