

# SPIN Selling

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## Turning continuations in to advances:

Neil Rackham talks about measuring larger sales in terms of *advances* and *continuations*.

The difference between these is having a specific, and usually concisely worded, objective for you call.

For example - having the call objective of - I am going to do some info gathering, is too generic and will not move the sale forward. ***That is a continuation and will not get you closer to working with that client. (remember the role in the rock)***

Having a call objective of - Getting feedback on a candidates CV and agreement to a Zoom call - ***This is an advance as it involved a positive action towards working with that client.***

When planning your problem questions - try and think if these are helping you meet your call objectives and make sure that they are advancing the relationship.

***Which of these are continuation objectives?***

***Which of these are advance objectives?***

to build a relationship

Get agreement for the next call

agree on exclusivity

feedback on a cv

involved in company podcast

get 3 new MAN contacts

book a zoom/f2f meeting

keep in touch

answer some research questions

work on the next live role