INTEGRATION MANAGEMENT
MANIA

SPIN Method

**SPIN Method** is a method from the field of marketing and sales. It is a progressive and gradual way of asking questions during a business meeting with a client. SPIN method is named according to four basic questions (SPIN is an acronym of the initials of questions) which all together prepare the customer to receive the offer:

- **S - Situation** - find the customer’s needs, wishes, requirements and current situation
- **P - Problem** - magnifies the problem identified in the previous question, and his awareness of the customer
- **I - Implication** - invites the customer to solve the problem situation
- **N - Need-pay-off** - the solution is presented (goods or service)

**SPIN method in practice**: SPIN is used in trade negotiations - the systematic use of these questions in the course of trade negotiations ensures the compliance with customer needs. The method also allows to adjust the negotiation process to customer reactions to create optimal business offer.