Canvases for Selling

Task 5.1: Working out a SPIN(tm) Canvas for Hoovering Child Chariots

Fill a SPIN Canvas for a new device, the *hoovering child chariot.* Your company has discovered how to build hoovering chariots hoovering without any noise. Instead of chariots with wheels, your chariot hoovers over the ground, without any shock, stumbling, rocking, or churning. Moving it is very easy, so that parents are offloaded. Furthermore, the chariot can be programmed, and even automatically follow preplanned paths around your house. This device is fantastic for parents, because they can program preplanned paths of the chariot with the baby around the house, and can save the time for work. It has the potential to revolutionize the baby equipment market (disruptive technology).

1a) Fill every field of the SPIN Canvas with questions first, and then, answer them. Which implication questions will reveal the hidden need of the customers? Which need-payoff questions will reveal how a gain can resolve the pain?

1b) How can you beat a value objection? How can you beat a capability objection?

1c) Now, you plan Cold Calls with the SPIN Canvas. Think about a *call plan* for a cold call about the hoovering chariot. How will your SPIN canvas change?

1d) Choose a lady in your environment, with a baby or pregnant. Try to do a (very friendly) cold call on her. If you do not find any lady with baby, apply the cold call to your mother.

Task 5.2: Working out a Solution Selling Canvas for Rocking Child Chariots

Plan the questions of a Solution Canvas for the new *rocking child chariot.* Your company has discovered how to build child chariots with elliptic wheels. Instead of chariots with round wheels, your chariot generates a bump in every turn of a wheel, producing exactly those movements that make babies fall asleep (stumbling, rocking, churning). This device is fantastic for babies, because they fall asleep very quickly. Not only that, your elliptic wheels can be turned into round wheels, once the baby is falling asleep - because moving a chariot with elliptic wheels is not so simple. Thus, in the phase of falling asleep, the baby is rocked - and when it is asleep, the chariot turns into a normal one, being easy to move around. This fantastic device has the potential to revolutionize the baby equipment market (disruptive technology).

1

2a) Think about which vision you want to create. What is the benefit of hoovering?

2b) Fill in questions for cause (open, control, confirm).

2c) Fill in questions for impacts and implications (open, control, confirm).

2d) Fill in questions for capability and vision creation (open, control, confirm).

2e) Now, plan a Cold Call with the Solution Selling Canvas. Think about a *call plan* for the hoovering chariot. How will your canvas change? Are there abbreviated paths through the canvas possible?

2f) Choose a lady in your environment, with a baby or pregnant. Try to do a (very friendly) cold call on her. If you do not find any lady with baby, apply the cold call to your mother.

Task 5.3: Transforming Your Problem Diary into a Pain Diary

One of the most important things for an entrepreneur is to filter *pains* from problems, because a well-identified pain is half a sale.

3a) Try to identify some problems in your problem diary which could be pains. Work on the following table, the pain sheet from Solution Selling (M. Bosworth). First, fill in questions into the three left-most columns, and make sure that they are classified either as open, control, or confirm questions.

Then, give potential answers.

Reasons/Causes	Impact/Implications/Neg. Effects	Capabilities/Vision	Need-Payoff

3b) The right column is for Need-Payoff Questions from SPIN(tm). This column should link a Reasons or Impact column with the Capabilities column by linking a Reasons or Impact question with a Capabilities question. What changes when you produce a good Need-Payoff question?

Task 5.4: Selling

4a)

Questions	Answers
1. Which steps do not belong to SPIN selling?	☐ The explanation of the product ☐ The questions making the customer think about his problems ☐ The questions making the customer reveal his problems ☐ The questions showing how the solution should help the customer solve his problems ☐ The questions for implicit needs of the customer
2. Which classes of Early Adopters do you know?	☐ Clinton ☐ Putin ☐ G. Bush ☐ Merkel ☐ Schwarzkopf
3. Which elements belong to the BMC cactus dag process?	☐ Choosing a champion canvas ☐ Forking off new canvases every sprint ☐ Decision on killing an uninteresting canvas ☐ Zooming into a canvas ☐ Decision on implementing a Minimal Viable Smoke (MVS)
4. What is a Feature Question in SPIN(tm)?	☐ Our product WISICALC can do automatic optimizations based in ILP ☐ Our product WISICALC will allow you for optimizing your logistics ☐ Our product WISICALC will solve these late arrivals of parts of suppliers ☐ The solution we propose is capable of solving the delays in your production ☐ We can provide you with a technique to optimize your problem with ILP
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Questions	Answers
5. What is a Advantage Question in SPIN(tm)?	☐ Our product WISICALC can do automatic optimizations based in ILP ☐ Our product WISICALC will allow you for optimizing your logistics ☐ Our product WISICALC will solve these late arrivals of parts of suppliers ☐ The solution we propose is capable of solving the delays in your production ☐ We can provide you with a technique to optimize your problem with ILP