

Maynardleigh- Business Development Meeting

SPIN Sheet

1. Name of the Company: USL Diageo
2. Contact Name: Atul Goswami, Ronu Singh
Designation: Train Mgr.
Contact Details: 9535615011
Email Address: CRM.
3. Inquiry on/ Stated Need: PMP & Interact
4. Meeting Mode: One-to-One/ Telephonic / Video Chat or SKYPE
5. Brief about the business (OPR): Attached
Mc Donnell, Royal Challenge, White Hiding
Antiquity, Romanor,
6. How does this company serve the " Basic human need"?
They make people 'Real'
7. The Business Model: Manufacturing & Trading
8. Where are they mainly based? Bangalore - T.
9. Employee strength: _____
10. Turnover: _____
11. Training Budget: _____
12. SPIN (Ask four types if questions during this phase: Situation, Problem, Implication and Needs- the acronym of SPIN)

SITUATION

i. Who are the target audience

60-70% of the cross functional leader
mid level

ii. Job Profile (understand how they contribute to Basic Human Need : try and take a simplified approach to how they serve this world)

Corporate, legal, Finance, IT

iii. Age , Qualification – (grade of collegesA or B or C), Experience in years

L4-L5 - 9yr - 18yr

L5-L6 - 4yr - 8yr

(Manufacturing etc)

iv. Span of control (do they lead people , or , are individual contributors)

Mgt

v. What is the current state VS desired state (expectations- knowledge, skills, attitude, habit)

Current State	Desired state
Communicate	<p>→ Presently Skills</p> <p>→ Presently w. Impact</p>
	<p>Written or</p> <p>oral</p> <p>Presentation</p> <p>Body language</p>

Crisp,

Clear
Authentic
Results

maynardleigh

PROBLEM

- i. Gaps in performance, quality or relationships (repeated probe from previous question)

Communications not clear
or crisp.

- ii. How have you arrived at these gaps (one person said, you observed, multiple leaders said, is it from training need analysis, is it a problem diagnosed at company level, has it come from a customer / consumer / partner / senior leader)

Business leader observed

- iii. Validate the source of problem and try and rationalise it (percentage on customer score, talent engagement score, performance index, documented observations, result of a team hurdle). It will be good to record the name of the person who has articulated the problem statement. metrics

Implication

- i. How has this problem impacted the business (ex increase in cost, decrease in revenue, opportunity lost, brand tarnished, attrition, low morale, reduced customer satisfaction, conflict, low internal service, wastage of time, money, bandwidth)

Loss of info.

Need

- i. What according to you is the solution to bridge this gap

workshop

- ii. Have you tried this solution or any other solution in the past

2

- iii. How will you measure the effectiveness of this solution (MOS – measures of success)

2

- iv. What does the solution look like to you (modular , one day , two day , three months , bespoke , quickie)

Two days

- v. What level of solution would you like to attend (at the level of knowledge , or practise , or internalised)

→ Pre & Post ✓

→ Rot ✓

→ Consultant ???

→ Pre

~~Steele~~

Don't want to pay Pre

Don't want to pay maynardleigh
for stage (HPR)