

Maynardleigh- Business Development Meeting

SPIN Sheet

1. Name of the Company: SPAR
2. Contact Name: Sidhant
Designation: _____
Contact Details: _____
Email Address: _____
3. Inquiry on/ Stated Need: _____
4. Meeting Mode: One-to-One/ Telephonic / Video Chat or SKYPE
5. Date and Time: _____
6. Brief about the business (OPR): Retail

7. How does this company serve the " Basic human need"? English / Hindi
South / North
50 / 50
8. The Business Model: Retail Stores

9. Where are they mainly based? (18) (South), Hyd, KCR
(12)
10. Employee strength: 25
11. Turnover: _____
12. Training Budget: _____

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SITUATION

i. Who are the target audience

Store mgr
myself

Store mgr
ADM.
Super
CSA

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

Store → Revenue, Employees
ops

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

30-40, 10th standard (HRH)

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

Lead team.

v. What is the expectation from them – desired state (knowledge, skill, attitude and habit)

Stop Cursing Spend time (month) Appreciate
Dictionaries → Good language Place
Respect for employee
Customer Centricity. Myself and (60%)
Bias for Action (Act now)

vi. What is the current state

→ Panic
→ No clue
→ Powerless
→ Honey Shallow
→ Attitude.


→ 4.5 (10)
→ 4.5 (10)
→ 4.5 (10)
→ 4.5 (10)

→ Strategic leads.
→ Brain storm. → All (10)

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PROBLEM

*Yours truly
(Tidhalk)*



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

CEO

- 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)

CEO (MD) Bijew

- 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

23

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)

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Need

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

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

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

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

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

9-2:30 -
March 25th.
