

Maynardleigh- Business Development Meeting

SPIN Sheet

1. Name of the Company: American Express
2. Contact Name: Rahul Agarwal Pooji Singh
Designation: _____
Contact Details: Bitrix _____
Email Address: _____
3. Inquiry on/ Stated Need: _____
4. Meeting Mode: One-to-One / Telephonic / Video Chat or SKYPE
5. Date and Time: 15th Sept, 14:30 PM
6. Brief about the business (OPR):

7. How does this company serve the " Basic human need"?

8. The Business Model:

9. Where are they mainly based?

10. Employee strength: _____
11. Turnover: _____
12. Training Budget: _____

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Band 40 → Manage energy on daily level.
Leader sitting in US → has very little.

SITUATION

To Need to keep yourself motivated
i. Who are the target audience - "Nobody cares mode"

6
New direction → Executive Personnel is Again a a need

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

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

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

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

Breakaway from shyness.

Expectation ② → How to deal in a matrixed organisation. They don't get so much attention from their leaders. How to motivate self?

vi. What is the current state

A fraud of asking question, challenge back.

Stakeholder "You are not doing" response - "Thank you for feedback"

Need - 1
→ Nervous Too soft → No clabang.

Don't open up in town halls / meeting.

Fear

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PROBLEM

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

Maybe hiring → Mostly cultural gap.

Fear of speaking up

- 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)

Feedback from leaders.

- 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)

loosing out on visibility.