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Contents

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The SPIN Selling Fieldbook: Practical Tools, Methods ...

Asking problem questions In SPIN selling, problem questions help uncover your prospect's need. helps customers understand their needs, and ultimately it paves the way for you to propose a solution that seems beneficial to your customer. Neil Rackham, SPIN Selling Fieldbook (New York: McGraw-Hill, 1996), 90.

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Put into practice today's winning strategy for achieving success in high-end sales! "The SPIN Selling Fieldbook" is your guide to the method that has revolutionized big-ticket sales in the United States and globally. It's the method being used by one-half of all Fortune 500 companies to train their sales forces, and here's the interactive, hands-on field book that provides the practical tools you need to put this revolutionary method into action - immediately."The SPIN Selling Fieldbook" ...

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The S.P.I.N. Selling Fieldbook:
Practical Tools, Methods ...

Rackham went on to introduce his SPIN-selling method, where SPIN describes the whole selling process - Situation questions, Problem questions, Implication questions, Need-payoff questions. SPIN-selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic

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Amazon.co.uk:Customer reviews: The SPIN Selling Fieldbook ...

▣Spin Selling Summary▣ PRACTICE MAKES PERFECTION. To develop the SPIN methodology, Neil created a scientific research that looked at and measured the behaviors of sellers and buyers. He ran the largest study on the subject ever done so far, counting with more than 30 researchers who studied 35,000 sales leads in more than 20 countries.

Spin Selling PDF Summary - Neil

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Rackham | 12min Blog

All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method.

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