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Spin Selling by Neil Rackham

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If you're in sales--or if you manage a sales force--you need the SPIN strategy. Developed from 12 years of research into 35,000 sales calls, SPIN--Situation, Problem, Implication, Need-payoff--is already in use by many of the world's top sales forces. Now these revolutionary, easy-to-apply methods can be yours.

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by Neil Rackham, former president and founder of Huthwaite corporation, SPIN Selling is essential reading for anyone involved in selling or managing a sales force. Unquestionably the best-documented account of sales success ever collected and the result of the Huthwaite corporation's massive 12-year, \$1-million dollar research into effective sales performance, this groundbreaking resource details the revolutionary SPIN (Situation, Problem, Implication, Need-payoff) ...

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SPIN Selling. Author: Neil Rackham. Narrator: Bob Kalomeer. Abridged: 2 hr 58 min Format: Digital Audiobook Publisher: Highbridge Audio. Published: 05/26/2000 Genre: Business & Economics - Sales & Selling

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Rackham went on to introduce

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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 improvements to their sales performance.

**SPIN®-Selling: Amazon.co.uk:
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SPIN Selling is a book that was first published in 1988

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by Neil Rackham. It's all about asking questions. And it's very tactical. It teaches you how to lead conversations with customers. You transition through four different types of questions: Situation, Problem, Implication, Need/Payoff.

A Quick, Complete Guide to SPIN Selling (+ How To Do It

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Spin Selling by author Neil Rackham is a method that helps you ask the right questions when it comes to selling. When I worked in sales, I remember that my coach always said: You have two ears and one mouth. Use them in the same proportion.

Spin Selling PDF Summary - Neil Rackham | 12min Blog

SPIN Selling Page 8 of 12
The SPIN questions provide a road map for the seller, guiding the call through the

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steps of need development until Explicit Needs have been reached. The more Explicit Needs you can obtain from buyers, the more likely the call is to succeed. How to Use SPIN Questions

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SPIN Selling Rackham's research led to a number of publications, with SPIN Selling released in 1988 and the SPIN Selling Fieldbook in 1996. SPIN Selling (abbreviated to Situation, Problem, Implication, Need) used research from the previous 12 years, focusing

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on how other businesses could use the method.

Neil Rackham - Wikipedia

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