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SPIN Selling – A Summary

The SPIN Strategy Situation Questions 67 Problem Questions 69 Implication Questions 73 Need-payoff Questions 81 ... ways stress how essential it is in selling to ask good questions. Lots of open questions – you know, the ones that can't be answered in one word. I tell new people to avoid closed questions and concentrate on

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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 – Slideshare uses cookies to improve functionality and performance, and to provide you with relevant advertising.

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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.

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SPIN Selling www.StrategicLearning.com 3 SPIN Selling: An Overview The original research for the SPIN model highlighted one critical aspect of successful selling; the buyer does most of the talking. This is not because talkative people are more likely to buy than un-talkative people, but because successful salespeople are skilled at using questions.

Social Style and SPIN Selling - Strategic Learning

D. Obtaining Commitment in the Selling Cycle 1. Preliminaries: The seller's goal is to not just "close a sale", but rather "open a relationship" with the buyer. You need to get to know the person and give them an opportunity to get to know

Based on the book: SPIN Selling by Neil Rackham

The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises, and Resources [Neil Rackham] on Amazon.com. *FREE* shipping on qualifying offers. 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.

The SPIN Selling Fieldbook: Practical Tools, Methods

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.

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