

## The Spin Selling Fieldbook Practical Tools Methods Exercises And Resources Neil Rackham

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*Flying Solo: SPIN Selling by Neil Rackham*

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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

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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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Overview. 1. Opening —the preliminaries, including introductions and beginning the conversation. 2. Investigating —uncovering, clarifying, and developing the buyer's needs. 3. Demonstrating Capability —establishing how your solution meets buyer needs. 4. Obtaining Commitment —securing agreement to an action that moves the sale forward toward purchase.

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The SPIN Selling Fieldbook offers explanations and exercises to make sure you can recognize a Benefit. No matter how well you use the SPIN model and demonstrate benefits and use Implication Questions and Need Payoff Questions to build value some objections will occur.

## [SPIN Selling – A Summary](#)

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The SPIN Selling Fieldbook includes: Individual diagnostic exercises Illustrative case studies from leading companies Practical planning suggestions Provocative questionnaires Practice sessions to prepare you for dealing with challenging selling situations Written by the pioneering author of the original bestseller, SPIN Selling, this book is aimed at making implementation easy for companies that have not yet established SPIN techniques.

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The SPIN Selling Fieldbook includes: Individual diagnostic exercises. Illustrative case studies from leading companies. Practical planning suggestions. Provocative questionnaires. Practice sessions to prepare you for dealing with challenging selling situations. Written by the pioneering author of the original bestseller, SPIN Selling, this book is aimed at making implementation easy for companies that have not yet established SPIN techniques.

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