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The SPIN Selling Fieldbook: Practical Tools, Methods ... Written by Neil Rackham, former president and founder of Huthwaite corporation, SPIN Selling is essential

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where all of those other books have failed. In this book is a solid layout of how you should structure your sales calls, and not only that, but data to back up their claims and examples to on how to lead.

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Books

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Contents

summary. So, do yourself a favor and

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buy one of the SPIN Selling books (personally I prefer the SPIN Selling Fieldbook) or better still attend one of the sales courses they run. I'm very confident it will be worth your time and money. I should also mention that I have never been formally trained in the SPIN Selling model.

SPIN Selling - A Summary

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.

How to Use SPIN Selling in Your Sales Call

SPIN Selling Neil Rackham. 4.4 out of 5 stars 568. Kindle Edition. \$18.16. Building a StoryBrand: Clarify Your Message So Customers Will Listen Donald Miller. 4.7 out of 5 stars 1,332 #

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