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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 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: Practical Tools, Methods ...

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

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

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

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.

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

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and Resources by Neil Rackham.

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

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.

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

SPIN Selling strategy would contend that the purpose of the opening is to gain the buyer's agreement to ask questions, to establish a buyer-centered purpose (most important) and communicate who you are and why you are there. And remember do not introduce your solution too soon. It's all about Obtaining Commitments

SPIN Selling - A Summary

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: Practical Tools, Methods ...

Introduction • The SPIN Selling Fieldbook shows you how to

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actually put into practice the proven tools and techniques outlined in that cutting-edge guide. • He shows you how to apply the tools and techniques to your own selling situation, using practical, skill-building exercises incorporated into each chapter.

Spin Selling Fieldbook - Neil Rackham

The SPIN Model 91 How to Use SPIN Questions 94 ... The Relative Impacts of Features, Advantages, and Benefits 106 Selling New Products 111 Demonstrating Capability Effectively 115 Preventing Objections 117 Features and Price Concerns 119 ... practical value of our ideas before we were ready to publish them.

Contents

The Spin Selling Fieldbook : Practical Tools, Methods, Exercises and Resources by Neil Rackham Overview - Rich with anecdotes from sales forces at such cutting-edge companies as Motorola, AT&T, and Johnson & Johnson, this long-awaited guide first summarizes and updates the basics of this research-based sales method.

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

Details about The SPIN Selling Fieldbook: Strategies and tools that guarantee big-ticket sales!Neil Rackham's national bestseller SPIN Selling revolutionized high-end selling. Now, The SPIN Selling Fieldbook shows you how to actually put into practice the proven tools and techniques outlined in that cutting-edge guide.

The SPIN Selling Fieldbook Practical Tools, Methods ...

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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