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Summary: Written by Neil

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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

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corporation's massive 12-year,
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Reading this summary in NO WAY replaces the experience of reading one of the SPIN Selling books. I cannot hope to cram 200 pages of sales wisdom into a 10 page summary. So, do yourself a favor and buy one of the SPIN Selling books (personally I prefer

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the SPIN Selling Fieldbook) or better still attend one of the sales courses they run.

SPIN Selling - A Summary

SPIN Selling's technique focuses on a core foundation: sales reps need to ask pointed questions at

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an appropriate time. If used correctly, the SPIN technique can highlight common themes and problems a customer is having, enabling your sales reps to position your product as a viable solution.

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SPIN Selling: Summary and Guide for Sales Managers

Rackham developed and extensively tested a new model for major sales, SPIN Selling, which uses a questioning method capsulized by the acronym SPIN: S-Situation, P-Problem, I-

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Implications, and N-Need-Payoff.
SPIN Selling is about how to apply
this method.

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SPIN Selling by author Neil
Rackham is a method that helps

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you ask the right questions when it comes to selling. This book is essential if you sell to businesses or sell high-value products, the famous “complex sales” and want to learn how to ask better. Asking yourself better will help you hear your customer better and thus

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**SPIN Selling By Neil Rackham
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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

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worked in sales, I remember that my coach always said: You have two ears and one mouth. Use them in the same proportion.

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planning of Situation Questions
and also the phrasing of Situation
Questions so that they “help the
buyer see you as a problem
solver rather than a prosecutor.”

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In this book, Rackham establishes the SPIN selling methodology, a sales technique created to help anticipate and navigate tough sales situations. The SPIN sales method is built around four types

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of questions—these four categories give SPIN its name. SPIN stands for: Situation; Problem; Implication; Need-Payoff; Simply put, the SPIN technique is a sequence of questions—not predefined questions to be quoted verbatim,

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but types of questions to be asked in a particular order.

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ratings, 3.79 average rating, 0 reviews Spin Selling Quotes Showing 1-2 of 2 “questioning sequence that comes in very useful”

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1-Sentence-Summary: SPIN

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Written by Alex Fredkin. January 8, 2019. Introduction to SPIN

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