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SPIN Selling. Author: Neil Rackham. Narrator: Bob Kalomeer. Abridged: 2 hr 58 min Format: Digital Audiobook Publisher: Highbridge Audio. Published: 05/26/2000 Genre: Business & Economics - Sales & Selling

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Rackham went on to introduce his SPIN-selling method, where SPIN describes the whole selling process - Situation questions, Problem questions, Implication questions, Need-payoff questions. SPIN-selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

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SPIN Selling is a book that was first published in 1988 by Neil Rackham. It 's all about asking questions. And it 's very tactical. It teaches you how to lead conversations with customers. You transition through four different types of questions: S ituation, P roblem, I mplication, N eed/Payoff.

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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. Use them in the same proportion.

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SPIN Selling Page 8 of 12 The SPIN questions provide a road map for the seller, guiding the call through the steps of need development until Explicit Needs have been reached. The more Explicit Needs you can obtain from buyers, the more likely the call is to succeed. How to Use SPIN Questions

SPIN Selling SITUATION PROBLEM IMPLICATION NEED PAYOFF By ...  
SPIN Selling Rackham 's research led to a number of publications, with SPIN Selling released in 1988 and the SPIN Selling Fieldbook in 1996. SPIN Selling (abbreviated to Situation, Problem, Implication, Need) used research from the previous 12 years, focusing on how other businesses could use the method.

Neil Rackham - Wikipedia  
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