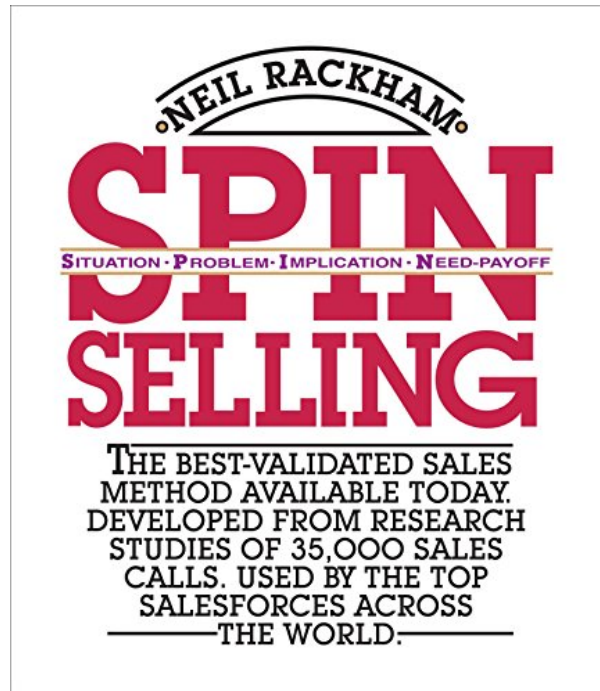


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Review

"Essential for everyone involved in selling or managing the sales function." -- Journal Of Marketing Management

From the Back Cover

"This book should be essential reading for everyone involved in selling or managing the sales function -- a welcome, well-researched treatise on selling"
--Journal of Marketing Management

"The first book to specifically examine the major sale -- the high value product or service -- by researching the successful sales calls as they happen in the field."
--Industry & Commerce

"This book is the result of over \$1 million of extensive and painstaking research. It breaks new ground and cannot be ignored by anyone who is committed to selling as a profession."
--Sales Techniques

"The revolutionary findings, published here for the first time, will overturn a whole collection of hitherto accepted assumptions. The book also provides a set of simple and practical techniques (known as SPIN) which have already been tried in many leading companies, resulting in a dramatic increase in sales."
--Business Executive

"This is an interesting, lively, and readable treatment of the process by which major sales are closed. Like In Search of Excellence, the material has a curiously inspirational quality which is particularly compelling."
--Business Graduate

"Almost anyone could learn something from this book. Essentially, it is about success, and without this, no sales organization can survive. Buy a copy. We are sure you will find it invaluable."
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How do some salespeople consistently outsell their competition? Why do closing techniques work in small sales but fail in larger ones? How can salespeople dramatically increase their sales volume from major accounts? If you're in sales--or if you manage a sales force--you need the SPIN strategy. Developed from 12 years of research into 35,000 sales calls, SPIN--Situation, Problem, Implication, Need-payoff--is already in use by many of the world's top sales forces. Now these revolutionary, easy-to-apply methods can be yours. With wit and authority, Neil Rackham explains why traditional sales models don't work for large sales. With supreme clarity, he unfolds the enormously successful SPIN strategy, using real-world examples and informative cases. You may find the techniques controversial; they often go against the grain of conventional sales training. In the end, the powerful evidence Rackham presents will convince and convert you.

- Sales Rank: #67336 in Books
- Brand: Brand: HighBridge Company
- Published on: 2000-05-26
- Released on: 2000-05-26
- Formats: Abridged, Audiobook, CD
- Original language: English
- Number of items: 3
- Dimensions: 5.30" h x 14.22" w x 6.40" l, .25 pounds
- Running time: 3 Hours
- Binding: Audio CD

Features

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A book you can actually put into action

By J. Hale

I feel like 99% of self-help books, be it self-help in work, love, friendships, what have you, are useless. They always have fluff chapters of 'act motivated and be motivated!' or 'think like a winner!' and various platitudes of that nature. You wind up finishing the book and realizing you read nothing but pseudo-motivational dribble that will wind up having zero impact on whatever you were looking to improve upon.

Enter 'SPIN Selling' - this book delivers 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. Read this book, take notes, and I guarantee if you weren't already aware of how to sell in this style, your selling WILL improve.

I'm a novice to sales. Last year when I was interviewing for a sales position I was asked to put together a sales presentation and to sell a product. I was given the product brochure and 1 day to come up with something. Using 'SPIN Selling' as my guide, I put together a list of ideas and pitched them in my presentation. My interviewer was blown away. After I got the job, my manager told me he had never had someone deliver such a good presentation - everyone always focuses on selling the product, but they never try and sell the customer. Taking a note from this book, I asked the questions I needed to ask, developed them into problems for the buyer, and then walked them through the solution with their own words. It was a total and complete win.

I was tempted to give this book 4 stars because it really does falter in a few areas. For one, some of the research is tenuous at best -

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