

# Spin Selling Fieldbook Ebook

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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 actionimmediately.

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The SPIN Selling Fieldbook: Practical Tools, Methods. SPIN Selling, a great model, was the brainchild of Neil Rackham who authored a book of the same name in 1988. The first students trained in the 'SPIN' model showed an average of 17% improvement in sales results.

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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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One of the most intuitive books on the market for selling. SPIN Selling explains the science behind consultative selling, or rather, presenting an offer to a potential client, based systematically on the clients pain-points, using a powerful questioning process.

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summary. So, do yourself a favor and 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.

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The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises and Resources by Neil Rackham 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.

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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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