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spin selling is the best book out there to help you become better at selling. it's a simple methodology to help the seller get more out of their conversations; through asking decent questions which ultimately helps with qualification.

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Amazon.com: SPIN Selling eBook: Rackham, Neil: Kindle Store

The great divide between sales and marketing has been exacerbated by the recession, and the marketing camp seems to be losing the good fight. "What's happene...

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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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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.

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Neil Rackham - Wikipedia

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.

SPIN Selling: Neil Rackham: 0352099390877: Amazon.com: Books

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.

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spin selling is the best book out there to help you become better at selling. it's a simple methodology to help the seller get more out of their conversations; through asking decent questions which ultimately helps with qualification.

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and not only that, but data to back up their claims and examples to on how to lead.

Spin Selling PDF Summary - Neil Rackham | 12min Blog

There are five videos from the book "SPIN Selling" to help you form a holistic view of sales process. Part 1 is in a form of Q&A. There are three questions asked about closing so we can set the ...

SPIN Selling - Par 1/5 - The Myth of Closing

Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process:

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Written by Neil 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 ... - Selection from SPIN Selling (Audio Book) [Video]

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