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Resources 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 action immediately.

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Overview. 1. Opening —the preliminaries, including

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introductions and beginning the conversation. 2.

Investigating —uncovering, clarifying, and developing the buyer ' s needs. 3. Demonstrating Capability —establishing how your solution meets buyer needs. 4. Obtaining Commitment —securing agreement to an action that moves the sale forward toward purchase.

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The SPIN Selling Fieldbook offers explanations and exercises to make sure you can recognize a Benefit. No matter how well you use the SPIN model and demonstrate benefits and use Implication Questions and Need Payoff Questions to build value some objections will occur.

## SPIN Selling – A Summary

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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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The SPIN Model 91 How to Use SPIN Questions 94 ... The Relative Impacts of Features, Advantages, and Benefits 106 Selling New Products 111 Demonstrating Capability Effectively 115 Preventing Objections 117 Features and Price Concerns 119 ... practical value of our ideas before we were ready to publish them.

## Contents

Now, The SPIN Selling Fieldbook shows you how to actually put into practice the proven tools and techniques outlined in that cutting-edge guide. After a review of the SPIN method of selling, Neil Rackham zeroes in on the critical SPIN® questioning behaviors. He shows you how to apply the tools and techniques to your own selling situation, using practical, skill-building exercises incorporated into each chapter.

## The SPIN Selling Fieldbook Practical Tools, Methods ...

The SPIN Selling Fieldbook includes: Individual diagnostic exercises. Illustrative case studies from leading companies.

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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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