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eSpresso Summaries. 3.79 · Rating details · 39 ratings · 0 reviews. 20 page eSpresso Summary: 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 of sales success ever collected and the result of the Huthwaite corporation's massive 12-year, \$1-million dollar research into effecti.

Spin Selling: eSpresso Summary by eSpresso Summaries

Reading this summary in NO WAY replaces the experience of reading one of the SPIN Selling books. I cannot hope to cram 200 pages of sales wisdom into a 10 page 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.

SPIN Selling – A Summary

SPIN Selling ' s technique focuses on a core foundation: sales reps need to ask pointed questions at an appropriate time. If used correctly, the SPIN technique can highlight common themes and problems a customer is having, enabling your sales reps to position your product as a viable solution.

SPIN Selling: Summary and Guide for Sales Managers

Rackham developed and extensively tested a new model for major sales, SPIN Selling, which uses a questioning method capsulized by the acronym SPIN: S-Situation, P-Problem, I-Implications, and N-Need-Payoff. SPIN Selling is about how to apply this method.

SPIN Selling Book Summary by Neil Rackham

Unquestionably the best-documented account of sales success ever collected and the result of the Huthwaite corporation's massive 12-year, \$1-million dollar research into effecti20 page eSpresso Summary: 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.

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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. This book is essential if you sell to businesses or sell high-value products, the famous " complex sales " and want to learn how to ask better. Asking yourself better will help you hear your customer better and thus sell more.

SPIN Selling By Neil Rackham - Summary - Freshsales Blogs

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.

Spin Selling PDF Summary - Neil Rackham | 12min Blog

This SPIN Selling Summary Will Save 6 Hours And Win You Jobs! SPIN Selling goes into the planning of Situation Questions and also the phrasing of Situation Questions so that they " help the buyer see you as a problem solver rather than a prosecutor. "

Spin Selling Espresso Summary - partsstop.com

In this book, Rackham establishes the SPIN selling methodology, a sales technique created to help anticipate and navigate tough sales situations. The SPIN sales method is built around four types of questions—these four categories give SPIN its name. SPIN stands for: Situation; Problem; Implication; Need-Payoff; Simply put, the SPIN technique is a sequence of questions—not predefined questions to be quoted verbatim, but types of questions to be asked in a particular order.

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The 4 Steps to SPIN Selling | Lucidchart Blog

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“ questioning sequence that comes in very useful ”

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Will Spinn sling great coffee or just hype? - CNET

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