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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 action immediately.

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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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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.

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