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Spin Selling by Neil Rackham

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Interview with Neil Rackham

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\u0026 Why Secrets of Question Based Selling Audiobook [condensed] How to use \"Spin Selling\" To SELL SPIN

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research into 35,000 sales calls,
SPIN--Situation, Problem, Implication,
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many of the world's top sales forces.
Now these revolutionary, easy-to-
apply methods can be yours.

Spin Selling by Neil Rackham on

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Video Description. 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

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ever collected and the result of the Huthwaite corporation's massive 12-year, \$1-million dollar research into effective sales performance, this groundbreaking resource details the revolutionary SPIN (Situation, Problem, Implication, Need-payoff) ...

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SPIN Selling. Author: Neil Rackham.

Narrator: Bob Kalomeer. Abridged: 2

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Publisher: Highbridge Audio.

Published: 05/26/2000 Genre:

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Rackham went on to introduce his SPIN-selling method, where SPIN describes the whole selling process - Situation questions, Problem

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questions, Implication questions, Need-payoff questions. SPIN-selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

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SPIN Selling is a book that was first
published in 1988 by Neil Rackham.

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It's all about asking questions. And it's very tactical. It teaches you how to lead conversations with customers. You transition through four different types of questions: Situation, Problem, Implication, Need/Payoff.

A Quick, Complete Guide to SPIN

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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

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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

SPIN Selling Page 8 of 12 The SPIN questions provide a road map for the

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seller, guiding the call through the steps of need development until Explicit Needs have been reached. The more Explicit Needs you can obtain from buyers, the more likely the call is to succeed. How to Use SPIN Questions

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SPIN Selling SITUATION PROBLEM IMPLICATION NEED PAYOFF By ...

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

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research from the previous 12 years, focusing on how other businesses could use the method.

Neil Rackham - Wikipedia

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products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book.

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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

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method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic

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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

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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. The SPIN Selling

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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

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original bestseller, SPIN Selling, this book is aimed at making implementation easy for companies that have not yet established SPIN techniques. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

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The international bestseller that revolutionized high-end selling! 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-

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documented account of sales success ever collected and the result of the Huthwaite corporation's massive 12-year, \$1-million dollar research into effective sales performance, this groundbreaking resource details the revolutionary SPIN (Situation, Problem, Implication, Need-payoff)

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strategy. In SPIN Selling, Rackham, who has advised leading companies such as IBM and Honeywell delivers the first book to specifically examine selling high-value product and services. By following the simple, practical, and easy-to-apply techniques of SPIN, readers will be

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able to dramatically increase their sales volume from major accounts. Rackham answers key questions such as “What makes success in major sales” and “Why do techniques like closing work in small sales but fail in larger ones?” You will learn why traditional sales methods which were

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developed for small consumer sales, just won't work for large sales and why conventional selling methods are doomed to fail in major sales. Packed with real-world examples, illuminating graphics, and informative case studies - and backed by hard research data - SPIN Selling is the million-dollar key to

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understanding and producing record-breaking high-end sales performance.

An Arsenal of Shrewd Tactics and Winning Strategies to Make You a Major Account Sales Success
Knowing how to get to the decision maker, deal with the competition,

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understand buyer psychology, and service the client--these are the keys to success when you need to nail down major accounts. Now, for the first time, here's a book of practical, proven-effective strategies and tactics for the entire major account sales cycle. Based on Neil Rackham's

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exhaustive research, the strategies you'll find here will enable you to . . . Tailor your selling strategy to match each step in the client's decision-making process. Ensure that you won't lose your customers because you'll know the psychology of the buyer and how to respond to their doubts. Gain

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entry to accounts through many different windows of opportunity. Deal with competitive situations, take on bigger competitors, and win using strategies that the author's meticulous research shows are employed by the most successful salespeople. Handle negotiations, concessions on price,

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and term agreements skillfully and effectively. Offer the ongoing technical and maintenance support that keeps your major accounts yours. From a world-renowned sales innovator, this first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it yours

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today. Read Major Account Sales Strategy.

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

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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. The SPIN Selling

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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

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original bestseller, SPIN Selling, this book is aimed at making implementation easy for companies that have not yet established SPIN techniques. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

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The Revolutionary Sales Approach
Scientifically Proven to Dramatically
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Success Blending cutting-edge
research in social psychology,
neuroscience, and behavioral
economics, *The Science of Selling*

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shows you how to align the way you sell with how our brains naturally form buying decisions, dramatically increasing your ability to earn more sales. Unlike other sales books, which primarily rely on anecdotal evidence and unproven advice, Hoffeld's evidence-based approach connects

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the dots between science and situations salespeople and business leaders face every day to help you consistently succeed, including proven ways to: - Engage buyers' emotions to increase their receptiveness to you and your ideas - Ask questions that line up with how the brain discloses

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information - Lock in the incremental commitments that lead to a sale - Create positive influence and reduce the sway of competitors - Discover the underlying causes of objections and neutralize them - Guide buyers through the necessary mental steps to make purchasing decisions Packed

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with advice and anecdotes, *The Science of Selling* is an essential resource for anyone looking to succeed in today's cutthroat selling environment, advance their business goals, or boost their ability to influence others. **Named one of The 20 Most Highly-Rated Sales Books of All Time

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“Always be closing!” —Glengarry Glen
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decades, sales managers, coaches,
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the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the “take delivery” close to the “now or never” close. But these tactics often alienated customers, leading to fads for the “soft” close or even abandoning the idea of closing altogether. It sounded

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great in theory, but the results were often mixed or poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes. Anthony Iannarino has a different approach geared to the new technological and

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social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the easiest parts of the sales process—if you've set it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of

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necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You'll Ever Need*—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he's back with a new book full of

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proven tactics and useful examples. The Lost Art of Closing will help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to:

- Compete on value, not price, by securing a Commitment to Invest early in the process.
- Ask for a

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Commitment to Build Consensus within the client's organization, ensuring that your solution has early buy-in from all stakeholders. · Prevent the possibility of the sale falling through at the last minute by proactively securing a Commitment to Resolve Concerns. The Lost Art of

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Closing will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results.\

"After I sent my team to the Question Based Selling program, not only was

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the feedback from the training outstanding, but we experienced an immediate positive impact in results."—Jim Cusick, vice president of sales, SAP America, Inc. "Following the program, even our most experienced salespeople raved, saying QBS was the best sales

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training they have ever experienced!"—Alan D. Rohrer, director of sales, Hewlett Packard For nearly fifteen years, *The Secrets of Question Based Selling* has been helping great salespeople live you deliver big results. It's commonsense approach has become a classic, must-have tool

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that demonstrates how asking the right questions at the right time accurately identifies your customer's needs. But consumer behavior and sales techniques change as rapidly as technology—and there are countless contradictory sales training programs promising results. Knowing where you

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should turn to for success can be confusing. Now fully revised and updated, *The Secrets of Question Based Selling* provides a step-by-step, easy-to-follow program that focuses specifically on sales effectiveness—identifying the strategies and techniques that will increase your

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probability of success. How you sell has become more important than the product. With this hands-on guide, you will learn to:

- Penetrate more accounts
- Overcome customer skepticism
- Establish more credibility sooner
- Generate more return calls
- Motivate different types of buyers
- Develop more

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internal champions Close more sales...faster And much, much more

Build better relationships and Sell More Effectively With a Powerful SALES STORY “Throughout our careers, we have been trained to ask diagnostic questions, deliver value

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props, and conduct ROI studies. It usually doesn't work; best case, we can argue with the customer about numbers—purely a left brain exercise, which turns buyers off. This book explains a better way.” —John Burke, Group Vice President, Oracle Corporation “Forget music, a great

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story has charm to soothe the savage beast and win over the most challenging customer. And one of the best guides in crafting it, feeling it, and telling it is *What Great Salespeople Do*. A must-read for anyone seeking to influence another human being.”

—Mark Goulston, M.D., author of the #1

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process.” —Kevin Popovic, founder,
Ideahaus® “Mike and Ben have

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translated what therapists have known for years into a business solution—utilizing and developing one's Emotional Intelligence to engage and lessen the defenses of others. *What Great Salespeople Do* is a step-by-step manual on how to use compelling storytelling to masterfully

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engage others and make their organizations great.” —Christine Miles, M.S., Psychological Services, Executive Coach, Miles Consulting LLC About the Book: This groundbreaking book offers extraordinary insight into the greatest mystery in sales: how the very best

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salespeople consistently and successfully influence change in others, inspiring their customers to say yes. Top-performing salespeople have always had a knack for forging connections and building relationships with buyers. Until now, this has been considered an innate talent. What

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Great Salespeople Do challenges some of the most widely accepted paradigms in selling in order to prove that influencing change in buyers is a skill that anyone can learn. The creator of Solution Selling and CustomerCentric Selling, Michael Bosworth, along with veteran sales

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executive Ben Zoldan, synthesize discoveries in neuroscience, psychology, sociology, anthropology, and other disciplines, combining it all into a field-tested framework—helping you break down barriers, build trust, forge meaningful relationships, and win more customers. This book

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teaches you how to: Relax a buyer's skepticism while activating the part of his or her brain where trust is formed and connections are forged Use the power of story to influence buyers to change Make your ideas, beliefs, and experiences "storable" using a proven story structure Build a personal

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inventory of stories to use throughout your sales cycle Tell your stories with authenticity and real passion Use empathic listening to get others to reveal themselves Incorporate storytelling and empathic listening to achieve collaborative conversations with buyers Breakthroughs in

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neuroscience have determined that people don't make decisions solely on the basis of logic; in fact, emotions play the dominant role in most decision-making processes. What Great Salespeople Do gives you the tools and techniques to influence change and win more sales.

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People don't buy from people they like. No! Your buyer doesn't care about you or your product or service. It's not your job to overcome objections, it's your buyer's. Closing isn't a skill of good salespeople; it's the skill of weak salespeople. Price isn't the main

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reason salespeople lose the sale. Gap Selling shreds traditional and closely held sales beliefs that have been hurting salespeople for decades. For years, salespeople have embraced a myriad of sales tactics and belief systems that have unknowingly created many of the issues they have

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been trying to avoid such as: long sales cycles, price objections, no decision, prospects going dark, last minute feature requests, and more. Success at sales requires more than a set of tactics. Salespeople need to understand the game of sales, how sales works, and what the buyer is

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going through in order to make the decision to buy (change) or not to buy (not change). Gap Selling is a game-changing book designed to raise the sales IQ of selling organizations around the world. In his unapologetic and irreverent style, Keenan breaks down the tired old sales myths causing

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today's frustrating sales issues, to highlight a deceptively powerful new way to connect with buyers. Today's sales world is littered with glorified order takers, beholden to a frustrated buyer, unable to influence the sale and create value. Gap Selling flips the script and creates salespeople with

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