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Flying Solo: SPIN Selling by Neil Rackham

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

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 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

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revolutionary method into action immediately.

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The Spin Selling Fieldbook: Practical Tools, Methods, Exercises and Resources. 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 United States and globally.

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Overview. 1. Opening the preliminaries, including introductions and beginning the conversation. 2.

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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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The SPIN Selling Fieldbook includes: Individual diagnostic exercises Illustrative case studies from leading companies Practical planning suggestions Provocative questionnaires Practice sessions to

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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.

The SPIN Selling Fieldbook: Practical Tools. Methods ...

The SPIN Selling Fieldbook is your guide to the method 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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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.

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The SPIN Selling 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 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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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 Fieldbook includes:

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Neil Rackham's national bestseller SPIN Selling revolutionized high-end selling. 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 SPINreg; questioning behaviors.

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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, 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 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 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, 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

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first-of-a-kind A-to-Z presentation of major account strategy puts sales success in your hands. Make it yours today. Read Major Account Sales Strategy.

True or false? In selling high-value 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. 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: 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 improvements to their sales performance.

Build a relationship with your customers and close the sale more surely. The Socratic approach respects the power of the customer. The customer has the need, the power, and the decision-making authority. Socratic Selling shows you how to access that power, to cooperate with it, and to make it work for you. Inside you will discover how to: Open a sales dialogue dynamically, so that you and your customer go right to the heart of the matter Guide the dialogue through a discovery of needs and needed decisions Negotiate objections, and close effectively Uncover the motivators that move sales to more predictable closure

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In today's markets, success no longer depends on communicating the value of products or services. It rests on the crucial ability to create value for customers. Sales forces need to retool current strategies by recognizing the customer's dominant power in today's economy and what that means for those who sell. Capitalizing on research into the practices of cutting edge companies, the authors show how the successful sales force breaks away from traditional thinking and transforms themselves into complex business processes with multiple sales approaches and selling models that meet the demands of today's sophisticated customers.

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, *The Challenger Sale* argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than

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acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

From the best-selling author of SPIN Selling, *Getting Partnering Right* explains, demystifies and makes sense of the revolution that is taking place in supplier-customer relationships today, redefining how to form locked-in, highly profitable relationships with customers.

Four years ago, the bestselling authors of *The Challenger Sale* overturned decades of conventional wisdom with a bold new approach to sales. Now their latest research reveals something even more surprising: Being a Challenger seller isn't enough. Your success or failure also depends on who you challenge. Picture your ideal customer: friendly, eager to meet, ready to coach you through the sale and champion your products and services across the organization. It turns out that's the last person you need. Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature; it's much easier to build a relationship with someone who always makes time for you, engages with your content, and listens attentively. But according to brand-new CEB research--based on data from thousands of B2B marketers, sellers, and buyers around the world--the highest-performing teams focus their time on potential customers who are far more skeptical,

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far less interested in meeting, and ultimately agnostic as to who wins the deal. How could this be? The authors of *The Challenger Customer* reveal that high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is. It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues to pursue anything more ambitious than the status quo. These customers get deals to the finish line far more often than friendlier stakeholders who seem so receptive at first. In other words, Challenger sellers do best when they target Challenger customers. *The Challenger Customer* unveils research-based tools that will help you distinguish the "Talkers" from the "Mobilizers" in any organization. It also provides a blueprint for finding them, engaging them with disruptive insight, and equipping them to effectively challenge their own organization.

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-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) 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

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

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