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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.

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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. I'm very confident it will be worth your time and money. I should also mention that I have never been formally trained in the SPIN Selling model.

SPIN Selling - A Summary

Asking problem questions In SPIN selling, problem questions help uncover your prospect's need. helps customers understand their needs, and ultimately it paves the way for you to propose a solution that seems beneficial to your customer. Neil Rackham, SPIN Selling Fieldbook (New York: McGraw-Hill, 1996), 90.

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