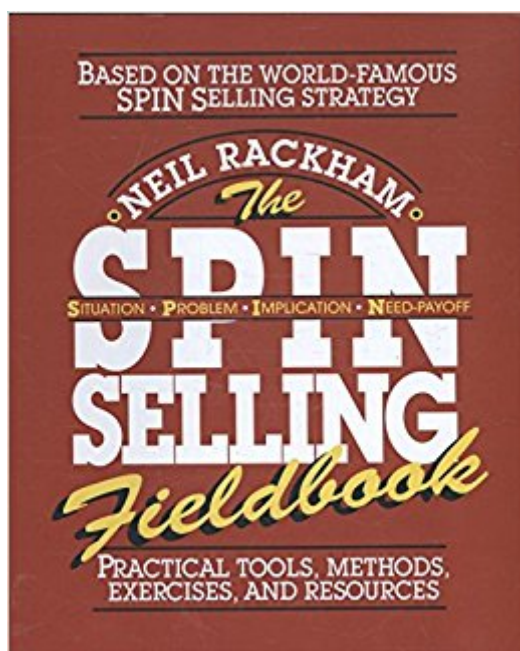


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The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises, And Resources



Synopsis

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 revolutionary method into action—immediately. 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. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

Book Information

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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 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 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. It will also enable companies that are already using the method to reinforce SPIN methods in the field and in coaching sessions.

NEIL RACKHAM is founder and former president of Huthwaite, Inc. Huthwaite researches, consults, and provides seminars for over 200 leading sales organizations around the world, including Xerox, IBM, and Citicorp. His academic background is in research psychology. It was at the University of Sheffield, England, that he began his research into sales effectiveness that resulted in SPIN. Mr. Rackham is the author of more than 50 articles and several books.

I bought this field book & and the Spin Selling books together thinking that they were going to correspond with each other. And they don't!! Then come to find out, they were originally written in the mid-90's. Completely irrelevant with today's sales tactics.

Great book to sharpen sales skills. I have not had to sell for a while and it was a good refresher. It really helped me to understand our product better and to present with more confidence.

This book is very helpful and down to Earth. It simply introduces the concepts of the SPIN selling, gives you a lot of examples, then guides you on how to implement to concepts. This textbook (Fieldbook) is a must for every salesperson regardless of industry or level. You can use the exercises and the activities according to your needs. I have used it a lot and every time I get positive results.

I bought the audible and it's a great book. Especially for those starting out in sales, before adopting bad habits. Helps you control, manage and succeed in your sales cycles.

My only wish would be more examples of wording in each section. I have listened to the whole program three times while driving...and I must say, I did have a better sales week than over the last several weeks. Hopefully, further listening and practicing will further improve my skills.

We live by this.

For a "used" book it looked practically brand new, which I was pleasantly surprised about. There was only one page I saw that had any writing in it. And to whomever last owned my copy, I want to say thank you for the extremely sarcastic answers written in the exercises. Made me laugh.

Understanding the concepts is easy. Taking the concepts and putting them into practice is the hard part. The fieldbook allows you to take what you learn in the SPIN Selling book and put it into practical use quickly and easily. A must for anyone wanting to use SPIN Selling techniques.

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