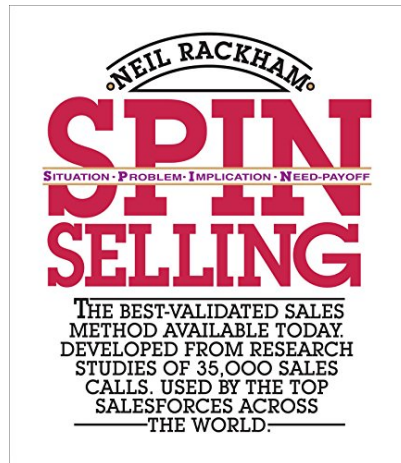# Best! SPIN Selling PDF

Best! SPIN Selling by *by By Neil Rackham*

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How do some salespeople consistently outsell their competition? Why do closing techniques work in small sales but fail in larger ones? How can salespeople dramatically increase their sales volume from major accounts? If you're in sales--or if you manage a sales force--you need the SPIN strategy. Developed from 12 years of research into 35,000 sales calls, SPIN--Situation, Problem, Implication, Need-payoff--is already in use by many of the world's top sales forces. Now these revolutionary, easy-to-apply methods can be yours. With wit and authority, Neil Rackham explains why traditional sales models don't work for large sales. With supreme clarity, he unfolds the enormously successful SPIN strategy, using real-world examples and informative cases. You may find the techniques controversial; they often go against the grain of conventional sales training. In the end, the powerful evidence Rackham presents will convince and convert you.

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