



SPIN Selling: Situation Problem Implication Need-Payoff

Neil Rackham

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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-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 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.

SPIN Selling: Situation Problem Implication Need-Payoff Details

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From Reader Review SPIN Selling: Situation Problem Implication Need-Payoff for online ebook

Julia says

Distilling successful behaviors

This book uses thousands of real life situations to analyze the most effective ways to sell goods and services. The answer lies. It in a strong personality or slick technique, but in using questions to uncover problems, expand them to understand their implications, then help the buyer describe what they need to solve their expensive problems leading to your goods or services.

Janis says

A useful peace of valuable research findings

Compared to many other books on various topics, SPIN selling is based on valuable research materials and findings from the behavioral research findings. It is worth reading if you are a sales professional.

Jay says

Back to sales basics...research, planning, and questions questions questions

All sales people would benefit from the structure presented in SPIN. The research in effective sales success is the key to SPIN. Worth reading to improve your sales goals.

Garland Vance says

While a bit outdated, this book gives keen insights on the differences in selling for low-ticket items versus very expensive products and services. Packed with research, this isn't opinion or truisms on the best ways to build long-term relationships and sell high-dollar services.

Alexander Turilin says

Fantastic!

Great book based on evidence and data analysis. Really sound approach in the area of tricks and hacks. Recommend to those who manages a sales team.

Dan Ahn says

Unconventional Sales Wisdom

This book goes against traditional sales advice using a research backed approach to prove its ideas. It shows specific techniques, rather questions, salespeople can use on their sales calls to improve their craft.
