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**SPIN Selling by author Neil Rackham is a method that helps you ask the right questions when it comes to selling. This book is essential if you sell to businesses or sell high-value products, the famous “complex sales” and**

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**want to learn how to ask better. Asking yourself better will help you hear your customer better and thus sell more.**

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**SPIN Selling Sales Book**

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Summary of SPIN Selling . The  
first widely used sales model  
was developed in the 1920s,**

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**and it established the basic ideas of traditional selling, such as using open and closed questions, presenting product features and benefits, handling objections, and using standard closing techniques (such as creating**

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**artificial time urgency).**

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years of research and**

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**Key Points: The 8 takeaways from the book SPIN Selling ... SPIN selling is designed to take away some of the ambiguity and difficulty in closing a sale and identify common themes that can help a sales rep create a real**

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**connection with a customer. Since its publication in 1988, SPIN Selling has become one of the most popular guides for B2B sales worldwide.**

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**SPIN Selling was created from researching over 35,000 sales calls by sellers at varying success levels. At the time, many of the “results” from his studies, as well as suggestions for successful**

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**selling, went “against the grain” of what was thought to be the necessary skills of a “successful” seller. SPIN Selling - Summary**

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