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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. I was in business to business selling for 23 years selling mainly big ticket items and only found SPIN ...

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Contents

4 Four Stages of a Sales Call Overview 1. Opening—the preliminaries, including introductions and beginning the conversation. 2. Investigating—uncovering, clarifying, and developing the buyer's needs. 3. Demonstrating Capability ... - Selection from The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises and Resources [Book]

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The Spin Selling Fieldbook: Practical Tools, Methods ...

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The SPIN Selling Fieldbook: Practical Tools, Methods ...

The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises, and Resources by Neil Rackham

The SPIN Selling Fieldbook: Practical Tools, Methods ...

Neil Rackham's national bestseller SPIN Selling revolutionized high-end selling. Now, The SPIN Selling Fieldbook shows you how to actually put into practice the proven tools and techniques outlined in that cutting-edge guide. After a review of the SPIN method of selling, Neil Rackham zeroes in on the critical SPIN questioning behaviors.

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