



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

Neil Rackham

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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.

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Donald Taylor:

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Robert Ford:

People live in this new time of lifestyle always aim to and must have the free time or they will get large amount of stress from both daily life and work. So , whenever we ask do people have time, we will say absolutely indeed. People is human not really a robot. Then we ask again, what kind of activity do you possess when the spare time coming to anyone of course your answer may unlimited right. Then do you try this one, reading ebooks. It can be your alternative throughout spending your spare time, the actual book you have read is The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises and Resources.

Manuel Pina:

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