

Spin Selling Espresso Summary

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SPIN Selling By Neil Rackham - Summary. This is the third article in a four part series on Neil Rackham's book Spin Selling. In the book he outlines what questions to ask when to move prospects all the way through the buying process. If you ask the wrong questions at the wrong stage the interaction will often stall.

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18/4/2018 · SPIN Selling is a book that was first published in 1988 by Neil Rackham. It's all about asking questions. And it's very tactical. It teaches you how to lead conversations with customers. You transition through four different types of questions: S ituation, P roblem, I ...

SPIN Selling is part of the SPIN Selling Suite. Our ongoing research into customer behaviour means our SPIN selling methodology has evolved, allowing us to expand our training offering to other key areas in your business:

SPIN QUESTIONS Situation Questions Situation questions are used to collect facts. Inexperienced salespeople tend to ask more situation questions. Often situation questions can be answered as part of the prospecting process. Only ask “essential” situation questions as prospects quickly become impatient if too many situation questions are asked.

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