



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

By 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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Editorial Review

From the Back Cover

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About the Author

NEIL RACKHAM is founder and former president of Huthwaite, Inc. Huthwaite researches, consults, and provides seminars for over 200 leading sales organizations around the world, including Xerox, IBM, and Citicorp. His academic background is in research psychology. It was at the University of Sheffield, England, that he began his research into sales effectiveness that resulted in SPIN. Mr. Rackham is the author of more than 50 articles and several books.

Users Review

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Randy Hunter:

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