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Overview. 1. Opening —the preliminaries, including introductions and beginning the conversation. 2. Investigating —uncovering, clarifying, and developing the buyer ' s needs. 3. Demonstrating Capability —establishing how your solution meets buyer needs. 4. Obtaining Commitment —securing agreement to an action that moves the sale forward toward purchase.

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The SPIN Selling Fieldbook offers explanations and exercises to make sure you can recognize a Benefit. No matter how well you use the SPIN model and demonstrate benefits and use Implication Questions and Need Payoff Questions to build value some objections will occur.

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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. He shows you how to apply the tools and techniques to

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