



# Spin Selling: eSpresso Summary

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## **Spin Selling: eSpresso Summary** eSpresso Summaries

20 page eSpresso Summary: Written by Neil Rackham, former president and founder of Huthwaite corporation, SPIN Selling is essential reading for anyone involved in selling or managing a sales force. Unquestionably the best-documented account of sales success ever collected and the result of the Huthwaite corporation's massive 12-year, \$1-million dollar research into effective sales performance, this groundbreaking resource details the revolutionary SPIN (Situation, Problem, Implication, Need-payoff) strategy. In SPIN Selling, Rackham, who has advised leading companies such as IBM and Honeywell delivers the first book to specifically examine selling high-value product and services. By following the simple, practical, and easy-to-apply techniques of SPIN, readers will be able to dramatically increase their sales volume from major accounts. Rackham answers key questions such as "What makes success in major sales" and "Why do techniques like closing work in small sales but fail in larger ones?" You will learn why traditional sales methods which were developed for small consumer sales, just won't work for large sales and why conventional selling methods are doomed to fail in major sales. Packed with real-world examples, illuminating graphics, and informative case studies - and backed by hard research data - SPIN Selling is the million-dollar key to understanding and producing record-breaking high-end sales performance.

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