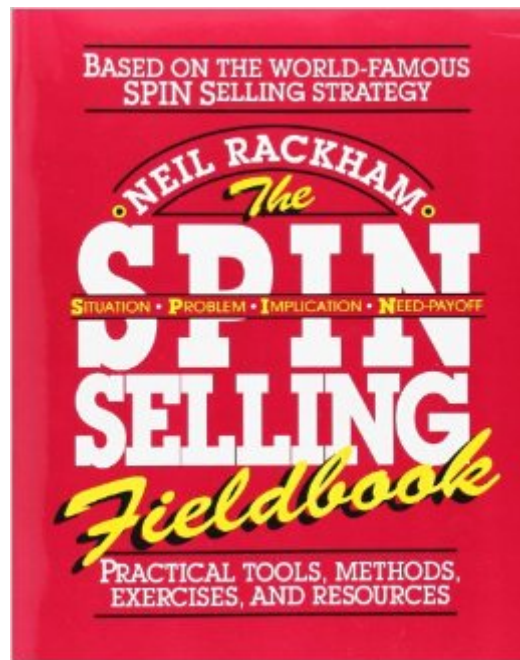


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# The SPIN Selling Fieldbook: Practical Tools, Methods, Exercises, And Resources



## Synopsis

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.

## Book Information

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## Customer Reviews

This is an excellent primer for the new sales consultant trying to sell complex, technology services which are mostly intangible. An excellent planning guide for each sales call in a lengthy sales process. This book has helped me understand how to plan to advance each sale by preparing questions that enable the customer to determine what he needs and why. If you want to get organized, develop sales call plans that work and win more new business with fewer objections, try this easy-to-read field book.

I don't sell, but I set appointments for salesmen and I've had a limited amount of success by using the techniques in this book. I admit though I'm new to the Spin Selling technique and have used it only for a month. The book shows you a way of dealing with what are commonly called "stalls" in sales terminology and how to convert those stalls into sales or moving the sale one step forward with a face to face meeting with the prospect. When I say "limited amount of succes", I mean that although I'm setting the same amount of appointments, my sales have gone up. I might have even dropped in appointments but still the sales went up. The book provides exercises through which you ask yourself questions that focus on how your product can solve your customers' needs and on questions you ask your customers to make them desire your product. You have to do all the work. There is no secret to sales and the spin selling fieldbook will give you the foundation from which you can build a career in sales.

This book is right on the mark for all types of selling. Very professionally done and the technique is just what is needed in today's markets. All my reps are advised to read and use the work book. It is our primary training aid for all registered reps.

If your sick and tired of being sick and tired being rejected over and over again then maybe your trying to sell thru telling and persuading. SPIN SELLING lets the client see what their needs are through their eyes. This book will turn your prospects around especially on major accounts one hundred and eighty degrees!

I bought this book together with SPIN Selling. I read the Fieldbook after reading SPIN Selling. If you've already read SPIN Selling, this book is not going to tell you much new things. If you would read the Fieldbook instead of SPIN Selling, then I think the Fieldbook is not thorough enough, at least if you compare it to SPIN Selling. In general I think the audience of this book is perhaps college students, or clever highschool students, but not really experienced salespeople. Maybe that's also because of the cartoons every now and then which make the book look like it's meant for younger people. What I expected when I bought both books was that the Fieldbook offerd some transcriptions of salescalls, and an explanation of why certain aspects are wrong and how this could be improved using SPIN Selling. This was not really the case, it was more like a simple summary of SPIN Selling. So not really the Fieldbook I expected. Anyway, the book is not bad, but I would not recommend to buy both SPIN Selling and the Fieldbook together. Also, if you're a serious and experienced salesperson I would recommend SPIN Selling. If you're new to sales or if you're still in

college, I would recommend the Fieldbook.

This book is a 206 page powerhouse, but I want to direct you to pages 50 and 51:"The Good News"..."The good news is that the Spin model has proved to be a versatile sales tool, works across cultures, applies across industries, is equally applicable to selling services or products.""The Bad News"..."Our one million users would tell you in one voice: It's a lot harder than it seems. SPIN isn't a magic pill that you can take and turn yourself into an instant sales success. It's hard work. One of the immutable laws of business is that there's always a link between risk and reward. The more rewarding the outcome, the tougher it is to obtain. If SPIN questions were simple and automatic, then everyone would be using them already, and there would be no competitive advantage from the model. "So there you have it. You will not only have to learn the basic principles of SPIN (Situation - Problem - Implication - Need Payoff), you will also have to personalize these principles into a game plan for each prospect, current customer, former customer.....and in doing so you will be ahead of the curve. You'll be far down the road from the people who are still fumbling around for a "simple and automatic" approach. You will find few books on sales that are as honest as this one. Author Neil Rackham hands you a powerful set of tools, but make no mistake about it: your success will come entirely from what you choose to do with them. VERY highly recommended.

I have always belived that Ziglars & Hopkins are not effective in Industrial marketing. There are very few books available in Industrial selling or B to B selling & still very few books with some kind of research as a backing on what is written in the book. Here is one path breaking book with a totally new concepts & approach. I think its worth investing in this book. The concept written in the book are backed by RESEARCH. This book will change your view about questioning (open & closed). I would also recommend The SPIN Selling Fieldbook (sequel to Spin Selling). Field book reinforces the concept you learn in SPIN SELLING. I like this book because for the first time somebody has differentiated between one time selling & repeat selling (industrial marketing is infact repeat selling). I also recommend two books Conceptual Selling & Strategic Selling written by Stephen E. Heiman. & Let's get Real by Mahan Khalsa

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