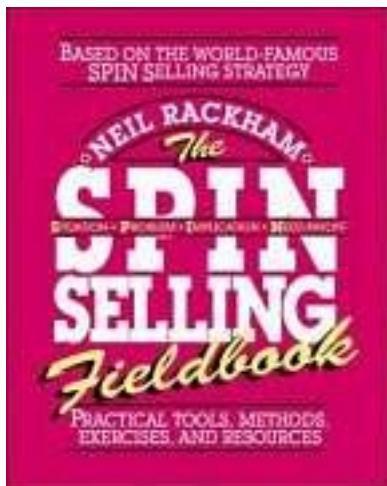


The SPIN Selling Fieldbook



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Strategies and tools that guarantee big-ticket sales! Neil Rackham's national bestseller SPIN Selling revolutionized high-end selling. 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 your own selling situation, using practical, skill-building exercises incorporated into each chapter. Addressing the sales of services as well as capital goods, the Fieldbook provides you with a hands-on implementation guide for applying SPIN in a wide range of businesses from localized companies to large multinationals. Real-life case studies of sales forces at leading-edge companies such as Motorola, Johnson & Johnson, and AT&T help you explore additional techniques that go beyond the basics to boost sales with even the toughest customers and clients.

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读完一遍了但是既然是纸质的英文版可以多看几遍，每天晚上躺床上看上两页睡觉感觉很好，读书笔记是不需要做的了。好看！

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