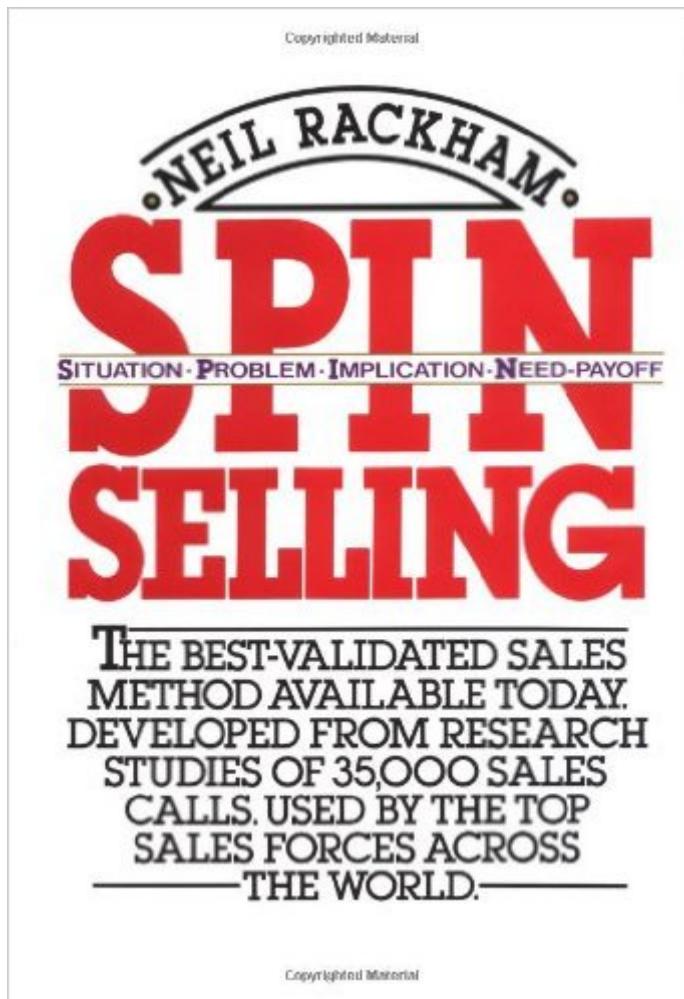


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# SPIN Selling



## **Synopsis**

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.

## **Book Information**

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## **Customer Reviews**

"Essential for everyone involved in selling or managing the sales function." -- Journal Of Marketing Management --This text refers to the Audio CD edition.

"This book should be essential reading for everyone involved in selling or managing the sales function -- a welcome, well-researched treatise on selling" --Journal of Marketing Management "The first book to specifically examine the major sale -- the high value product or service -- by researching the successful sales calls as they happen in the field." --Industry & Commerce "This book is the result of over \$1 million of extensive and painstaking research. It breaks new ground and cannot be ignored by anyone who is committed to selling as a profession." --Sales Techniques "The revolutionary findings, published here for the first time, will overturn a whole collection of hitherto accepted assumptions. The book also provides a set of simple and practical techniques (known as SPIN) which have already been tried in many leading companies, resulting in a dramatic increase in sales." --Business Executive "This is an interesting, lively, and readable treatment of the process by which major sales are closed. Like In Search of Excellence, the material has a curiously inspirational quality which is particularly compelling." --Business Graduate "Almost anyone could learn something from this book. Essentially, it is about success, and without this, no sales organization can survive. Buy a copy. We are sure you will find it invaluable." --Sales and Marketing Management

I found the book poorly structured; the author should have used a very basic outline; instead he rambles on and on in seemingly free-form. The text could have been half as long; the author seems to repeat himself throughout the entire book, stating the same things over and over -- even within chapters -- stating it a slightly different way. It took forever for the author to get to the point -- follow an outline! I found it pretty annoying that in Chapter 7 the author wrote (as in other parts of the book): "but even in the mere 15 years I've been studying selling, I've noticed a distinct change" -- this book was written THIRTY years ago -- twice as long as this "distinct change" he's noted. Later in the chapter, he writes about the Opening Benefits Statement: "I haven't seen the detailed research, so I can't comment on its validity." Seeing how much business has changed in 1988, I wonder why the book has not been updated.

Being involved in big ticket items sales myself, this book supported what I have discovered and learned over the years - plus managed to teach me a few new tricks. Actually tricks isn't the right word, because with big ticket items buyer remorse can and often does kick in resulting in a no sale. If you want to improve your sales (not low end stuff) then this book is a must have. Though more importantly don't just read it, do as the author suggests and make it's suggestions become part of

your habitual selling techniques. Hence, I find it amazing that some managers I meet believe in the trickeries and systems that this book has proven do not work (if getting the maximum results possible is your goal). Ignore this book and you are not only leaving money on the table, but doing a disservice to your customer and your company.

This book uses thousands of real life situations to analyze the most effective ways to sell goods and services. The answer lies. It is not in a strong personality or slick technique, but in using questions to uncover problems, expand them to understand their implications, then help the buyer describe what they need to solve their expensive problems leading to your goods or services.

As someone who has worked in Sales and Marketing most of his adult life and focus primarily on enterprise based sales with long cycles, this book provided some excellent ideas that have only improved my ability to close large deals. As a sales person quality books are worth their weight in gold. Anyone can focus on improving their technical knowledge, but what will always help more is understanding the thought behind why the deal exists in the first place and what your customers are really looking for. It's too often that people throw a spec list out and expect to close based purely on spec. There are far greater factors than simply spec that will sell a product and this book will help you understand some of the thought behind it. I was pretty happy to find that many of my own personal beliefs -- probably due to my experience with enterprise sales -- were covered in this book. That said -- I have absolutely learned and applied my new tricks already. I actually get kind of giddy when I get a chance to use one of my new tactics.

I am an architect, and I read this book knowing it was not specifically about selling professional services. Nevertheless, the book's message is clearly laid out, and compelling: the large sale benefits from a different approach than the small "retail" sale. Those who are put off by the crassness implicit in the idea of "selling professional services" may well benefit from this quick read.

There is a huge difference between Sales and Marketing. I can say this because I have been in marketing most of my career. I have been the VP of Marketing at two publicly traded companies and even been the VP of Sales and Marketing over a 300 person direct-store-delivery sales force. But as a marketing executive, I knew nothing about selling. That's why I needed SPIN Selling. I now run a consulting firm where everyone in the firm has been a VP of Marketing at an operating company. But when it was time to sell our services, we realized that our marketers didn't know how to sell. We

provide fractional or part-time Chief Marketing Officers to Growth and Mid-Size companies. We are therefore selling to CEOs and because we are selling experience and insights, feature and benefit selling is useless. After reading SPIN Selling I purchased a copy for everyone in my company. The focus on structuring a sales call around leaning about your potential client and getting them to explain why they need us was golden. Just like the book says, the more we ask about the client's company, the more they believe that we care about their company and understand their problems. And the less time we spend telling them how smart we are, the smarter they think we are. Art SaxbyChief Outsiders[...]

Having read a few books on sales recently in anticipation of starting a career in selling financial services, I loved reading this because it was a book that was not just stated in opinions, but was rather backed up by solid research and statistics. Selling is something that I have been looking up quite a bit lately and I must say the writer did a great job selling me on his research of what really sells in big \$ sales. What I really love is he doesn't just say "hey this stuff is god and I'm right on everything," but rather does a great job at leaving things open and does a swell job of answering the exact questions that seemed to arise in my head as I read this book attempting to rebut the info provided to me. I cant say that this book alone will make you be extremely successful casue I cant say from expereince, but i can only imagine that THIS IS A MUST HAVE BOOK if your starting out a career or a season vet who might be slumping in performance

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