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combining sales and
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guide to the method
that has

revolutionized big-
ticket sales in the
United States and
globally. It's the
method being used

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today's

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describes the whole
selling process:
Situation questions
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you to propose a solution that seems beneficial to your customer. Neil Rackham, SPIN Selling Fieldbook (New York: McGraw-Hill, 1996), 90.

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Rackham went on to
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the whole selling
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questions, Problem
questions,
Implication
questions, Need-
payoff questions.

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years, professional
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Corporate Executive
Board to investigate
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knowledge, and
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what they discovered
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