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The international best seller that revolutionized high-end selling! Written by Neil Rackham, former president and founder of Huthwaite corporation, SPIN Selling is essential listening 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, one 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, listeners will be able to dramatically increase their sales volume from major accounts.

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