

Spin Selling

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true or false in selling high value products or services closing increases your chance of success it is essential to describe the benefits of your product or service to the customer objection handling is an important skill open questions are more effective than closed questions all false says this provocative book neil rackham and his team studied more than 35 000 sales calls made by 10 000 sales people in 23 countries over 12 years their findings revealed that many of the methods developed for selling low value goods just don t work for major sales rackham went on to introduce his spin selling method spin describes the whole selling process situation questions problem questions implication questions need payoff questions spin selling provides you with a set of simple and practical techniques which have been tried in many of today s leading companies with dramatic improvements to their sales performance

dieses buch erl utert mit klarheit und struktur die wichtigsten elemente einer erfolgreichen verhandlung diese sind oft gepr gt von verschiedenen sichtweisen zielen und methodiken das periodensystem der verhandlung hilft ihnen dabei bessere ergebnisse zu erzielen sie finden den richtigen mix f r ihre pers nliche vorbereitung perfekt abgestimmt auf ihren stil und die anforderungen der jeweiligen situation alle abschnitte des buches k nnen unabh ngig voneinander genutzt werden ohne das gesamtwerk von a z durcharbeiten zu m ssen ein buch f r alle die sich erstmals mit verhandlungen im detail besch ftigen und alle die ihr wissen erweitern oder auffrischen wollen mit vielen tipps aus der praxis erfolgs und misserfolgsbeispielen hintergrundwissen sowie fundierten erkenntnissen der wissenschaft

we started asymmetrical for a laundry list of reasons but all those reasons point back to one underlying goal adding value if asymmetrical has a single objective that s it we know that if we add enough value to enough people through asymmetrical then we ll be able to raise the tide of independent publishing not just our own work but indie publishing as a whole that way everyone benefits a rising tide lifts all boats adding value is the reason we ve put together this guide we want to prove to you that you needn t worship at the altar of the old guard that you needn t submit to anyone you can successfully publish on your own soup to nuts controlling every morsel of the process the present day is the most exciting time in history to be an author no longer are you beholden to the gatekeepers no longer must you compromise your art for the first time in publishing history you are in control we know this first hand the authors of this guide aren t some hacks who just write about writing nope rather when we weren t happy with the publishing landscape we took matters into our own hands we refused to wait for someone else s permission to publish our work and guess what we ve been successful we ve published over 30 books nonfiction fiction and memoirs several of which have been bestsellers we ve toured

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this book tells the story of the turbulent decades when the book publishing industry collided with the great technological revolution of our time from the surge of ebooks to the self-publishing explosion and the growing popularity of audiobooks book wars provides a comprehensive and fine-grained account of technological disruption in one of our most important and successful creative industries like other sectors publishing has been thrown into disarray by the digital revolution the foundation on which this industry had been based for 500 years the packaging and sale of words and images in the form of printed books was called into question by a technological revolution that enabled symbolic content to be stored manipulated and transmitted quickly and cheaply publishers and retailers found themselves facing a proliferation of new players who were offering new products and services and challenging some of their most deeply held principles and beliefs the old industry was suddenly thrust into the limelight as bitter conflicts erupted between publishers and new entrants including powerful new tech giants who saw the world in very different ways the book wars had begun while ebooks were at the heart of many of these conflicts thompson argues that the most fundamental consequences lie elsewhere the print on paper book has proven to be a remarkably resilient cultural form but the digital revolution has transformed the industry in other ways spawning new players which now wield unprecedented power and giving rise to an array of new publishing forms most important of all it has transformed the broader information and communication environment creating new challenges and new opportunities for publishers as they seek to redefine their role in the digital age this unrivalled account of the book publishing industry as it faces its greatest challenge since guttenberg will be essential reading for anyone interested in books and their future

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please note this is a companion version not the original book sample book insights 1 when i presented the findings of my research to the v.p. of sales he was quick to point out that good questions are equally as important in sales as good closes he explained that he had always stressed to new salespeople the importance of asking open-ended questions 2 my colleagues and i had collected more compelling evidence against the traditional sales training methods we had studied 35 000 sales transactions and we

d found that the techniques used by the company's top salespeople who were making high value sales no longer relied on such techniques as objection handling and closing. 3 we could also convince huthwaite that the companies he listed were teaching the traditional models of probing with open and closed questions, overcoming objections, and closing. we helped several companies replace their traditional sales training with new and more powerful training. 4 the traditional theories of selling suggest that the best way to sell is to find ways to relate to the buyer's personal interests and make initial benefit statements. however, our research shows that these methods are ineffective in larger sales.

the first book on managing major sales from the bestselling author of spin selling

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