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... practical value of our ideas  
before we were ready to publish  
them.

Neil Rackham

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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.

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Rackham zeroes in on the critical  
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