

# 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 erläutert mit klarheit und struktur die wichtigsten elemente einer erfolgreichen verhandlung diese sind oft geprägt von verschiedenen sichtweisen zielen und methodiken das periodensystem der verhandlung hilft ihnen dabei bessere ergebnisse zu erzielen sie finden den richtigen mix für ihre persönliche vorbereitung perfekt abgestimmt auf ihren stil und die anforderungen der jeweiligen situation alle abschnitte des buches können unabhängig voneinander genutzt werden ohne das gesamtwerk von a z durcharbeiten zu müssen ein buch für alle die sich erstmals mit verhandlungen im detail beschäftigen und alle die ihr wissen erweitern oder auffrischen wollen mit vielen tipps aus der praxis erfolgs und misserfolgsbeispielen hintergrundwissen sowie fundierten erkenntnissen der wissenschaft

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 gutenberg will be essential reading for anyone interested in books and their future

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