

B-Book Review

The SPIN[®] Selling Field Book

By Neil Rackham

Spin Selling *Tips*

- Know your prospect's business & industry
- Find the pain
- Ask questions to build the pain
- Identify solutions that highlight your companies capabilities
- Move from pain to greater profitability and performance

REMEMBER

Strategic introduction of pain and visualized solutions help your prospect to understand the value you bring to the table and to close the sale.

Let's face it...selling is tougher than ever. An increasing number of business to business and consumer purchases are made on the Web, while voice mail, e-mail, and a proliferation of unsolicited direct marketing efforts further erode a prospect's time and attention. The old adage "time is money" has never been so true. Good sales people are especially adroit at using the prospect's time to their advantage. Good prospects are very good at recognizing this and defusing the whole sales process before it even gets off the ground.

How to Capture Attention & Make the Sale

Enter SPIN[®] Selling

Neil Rackham, author of the book *The SPIN[®] Selling Field Book*, gives the following tips that can help you gain customer buy-in and increase sales.

Do Your Homework

Busy prospects are not interested in educating you about their business, their products, or their industry. Do your homework before making that sales call and take the limited time you have in front of the prospect to delve into deeper discussions.

Find the Pain

Ask the questions that keep them talking. "What is stopping you from achieving your goals (sales, production, etc.)? What are some specific problems you are experiencing in this area?"

Build the Pain

Ask implication questions that help build the pain in the mind of the buyer. "If you don't solve this problem, what will the result be? How will this affect your sales efforts? What is the impact on costs?"

Visualize Success

Help your prospective customer understand the results he or she can expect to realize by solving the problem. Ask more questions that focus on the types of results that yield significant payoffs such as increased sales and enhanced profitability.

Produce Buy-In

Approach this as a question, not as an answer. For example, if the goal is to reduce costs, ask, "What if we could help increase your manufacturing throughput while maintaining quality? How would this impact your production costs and increase profitability?"
Or "What if we could reduce your warehousing time, and create more consumer product pull off of your shelves at current pricing to reduce costs and increase profitability?" Once you get the prospective buyer to talk about the benefits that your company has to offer, you are creating buy-in!

Contact Capstone Media for assistance with Planning/Buying

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