

? 1. Close Less, Sell More: In larger sales, closing techniques that rely on pressure don't work

Classic sales training believed closing was the most important thing. Rackham's research found this was an illusion: more closing often means less sales. However, you should still close at least once per call, suggesting their next logical step.

? 2. Focus on Questions: SPIN Selling is about four types of questions that guide the conversation

SPIN Selling is about asking four types of questions. Situation Questions find out basic information. Problem Questions find problems your product could solve. Implication Questions grow those problems in size. Need-payoff questions ask about the benefits of solving the problems, so you can then introduce your solution.

? 3. Expand The Problem: Implication questions help the customer see the problem more seriously

SPIN Selling prevents objections with Implication questions. You increase the size of a problem in the customer's mind when you ask about its deeper effects. And that increases the perceived value of your solution, which means less objections, especially around price.

? 4. Lead Towards Benefits: Need-payoff questions have them state the benefits of your product

Need-payoff questions change the focus from what is wrong, to the potential solution that could make everything right. Listen for them to say they want a benefit your product offers, then dig deeper with a question like: "How else would that help you?"

This is just a sample!

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