

SPIN Selling By Neil Rackham

By Neil Rackham

The international bestseller that revolutionized high-end selling! Written by Neil Rackham, former president and founder of Huthwaite corporation, SPIN Selling is

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Neil Rackham is an author, consultant and academic. His writing focuses on "consultative selling," an approach he pioneered and documented in his book SPIN Selling

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Written by Neil Rackham, former president and founder of Huthwaite corporation, SPIN Selling is essential listening for anyone involved in selling or managing a sales

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Neil Rackham explains the evolution of the Buyer Behavior in today's market. The Buying Cycle has changed so much compared to previous years.

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Information about Neil Rackham, popular keynote sales speaker and author of best-selling sales books such as SPIN Selling, Major Account Sales Strategy and Rethinking

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