



TRACOM GROUP

THE CREATOR OF SOCIAL STYLE®

A TRACOM GROUP WHITEPAPER

How SOCIAL STYLE® Concepts Make SPIN® Selling More Effective

OVERVIEW



Some people say that selling is an art. But according to Neil Rackham, selling has more to do with following a process and having a good plan than it does with any inherent abilities. The SPIN® Selling model was developed by Rackham based on extensive research he conducted on what differentiates successful from less successful salespeople. The model outlines a time-proven strategy that any salesperson can implement to become more effective.

SOCIAL STYLE® has been used by sales professionals for decades to build rapport, deal with objections and ultimately improve sales results. This whitepaper looks at how SOCIAL STYLE supports and enhances SPIN Selling.

SOCIAL STYLE Connections

SOCIAL STYLE is the world's most effective interpersonal skills model. The Connections Whitepaper Series looks at how SOCIAL STYLE complements and supports other popular workplace programs including Situational Leadership, Emotional Intelligence, Crucial Conversations and The Five Dysfunctions of a Team.

SPIN Selling was authored by Neil Rackham and originally published in 1988. SPIN® Selling is a registered trademark of Huthwaite, Inc. The TRACOM Group has no affiliation with Huthwaite, Inc. Neither Huthwaite, Inc. or nor any of the authors or creators of SPIN Selling have reviewed or approved this paper.

Social Style And Spin Selling Whitepaper

Mike Jess



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