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And Spin  
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Whitepaper

# Social Style And Spin Selling Whitepaper

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## Social Style And Spin Selling

The SOCIAL  
STYLE Model  
contributes to the  
SPIN Selling  
techniques in three  
main ways. The  
first two involve  
applying Style to

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selling situations, where salespeople can benefit from awareness of the effects their own Styles have on buyers, and also how to recognize and manage the Style behaviors of buyers.

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Learn how SOCIAL  
STYLE and SPIN  
Selling work  
together to improve  
sales results

## How SOCIAL STYLE Supports SPIN Selling - YouTube

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buyers, and also  
how to recognize  
and manage the  
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## Social Style And Spin Selling Whitepaper

That was until 1988 when Neil Rackham published “ SPIN Selling ” . “ SPIN Selling ” delivered the results of a huge 12 year study relating to how large sales were

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made. The extensive research by Rackham, and his company Huthwaite, examined more than 35,000 sales calls relating to large, complicated scenarios. (Please note that Rackham himself says in his books it is not wise to follow a rigid

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system of selling,  
that 's just not the  
way it is in the  
world of selling,  
you need to  
maintain

## SPIN Selling – A Summary

Since selling is a  
relationship  
business, top-  
performing sales  
teams recognize

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And you must be chameleon-like in their communication skills and readily adapt to the social style of their audience. Mastery of social-style recognition will lead to higher influence rates for your sales team.

The four social

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styles in sales |

2016-10-26 |

Supply ...

The SPIN Selling program features micro content modules for rapid bursts, offering instruction at the learner's pace.

Integrated: This SPIN Selling sales training approach is ideal for the modern



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learner as it combines ILT and digital training together. During SPIN Selling in this modality, sellers receive progress monitoring, along with social and collaborative features including peer-

SPIN® Selling

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Sales Training and  
Courses | SPIN®  
Selling ...

Customers vary with respect to their personality, communication style, behavior, thought processes and approaches to making a decision. When salespeople can understand the customer ' s social

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style and adapt their sales approach accordingly, they can increase their chances of a successful sales outcome.

## 4 Customer Social Styles and The Adaptive Sales Approach ...

Social Style Selling Skills 1. People buy

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they like, be loved,  
use S4. ADAPTING  
YOUR SELLING  
STYLE TO THE  
FOUR SOCIAL  
STYLES S4

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Every individual is  
totally unique and  
the best sales  
people are able to  
adapt their  
approach to

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enhance their  
communication and  
consequently their  
leverage based on  
the prospect or ...

## Social Style Selling Skills - SlideShare

SPIN argues that  
buyers should do  
most of the talking,  
and sellers should  
ask the questions.  
Rather than ram a

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product spin  
someone ' s throat,  
have a dialogue that  
builds an appetite  
for the...

If You Aren't SPIN  
Selling, It's Time to  
Start (Part I)

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Centennial, CO  
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has compiled 15  
compelling social  
selling stats in the  
following  
presentation, and  
some are bound to  
raise an eyebrow or

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two. For instance, 98% of sales reps with more than 5000 LinkedIn connections meet or surpass quota, according to Sales Benchmark Index. IBM's social selling initiative boosted sales by over 400% ...

## 15 Social Selling



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Stats That Will  
Inspire You to Take

Whitepaper  
The social style matrix is a useful tool for understanding how people behave, so one can adapt the selling style accordingly. It is based on patterns of communications and it plots two

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dimensions

(assertiveness and responsiveness) for the four social styles: analytical, driver, amiable and expressive.

Adaptive selling and how adapting as per customer helps sales

“ Social style ” is the behavior that one

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exhibits when interacting with others. Being aware of your own social style helps a person develop relationships, particularly at work. “ Social Styles ” is the name of a particular psychometric instrument that helps people to

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better understand  
and work with  
others through  
appreciation of their  
basic decision  
making and control  
needs.

Chase Woodford |  
Understanding  
Social Styles: What  
They ...

Podcast: SOCIAL  
STYLE Explained

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Featuring: Dan Day,  
Director of Client  
Success at  
TRACOM and Bill  
Nowicki, Senior  
Program Manager,  
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Dan Day as they  
discuss the science

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behind the SOCIAL  
STYLE Model, real  
life examples and a  
recent interaction  
through the lens  
of...

Blog - TRACOM  
Group

Buy Me: Neil  
Rackham, SPIN  
Selling, McGraw  
Hill, 1996 An  
absolute classic

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(originally published in 1987 as 'Making Major Sales' which shows through massive research how classic sales techniques fail miserably in big-business, and that you can get greater success by asking a sequence Situation, Problem,

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Implication and  
Need-Payoff  
questions.

## SPIN Selling - Changing minds

Instead, social  
media marketing is  
likely to play a  
bigger role, even –  
or especially – for  
small business.

“ While small  
businesses may not



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be able to compete with the big guys when it comes to deals and savings, [their] business has something the superstores don't: a regional story that has the potential to capture hearts," said Amy Copperman, editorial and social media lead for ...

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