SPIN SELLING

**Situation Questions**
(not too many)

**Problem Questions**
so the Buyer discovers

**Implication Questions**
which make the buyer feel the problem more clearly and acutely

**Need-Pay-Off Questions**
so that the Buyer states

**Establish Context**

**Implied Needs**

**Explicit Needs**

**Benefits of Most Importance to the Buyer**
which the seller can use to make an offer

**Preparation**

- Know your product
- Know your customer
- Know their market
- Know your opposition
- Know your company