SPIN Selling Conversation Framework

November 11, 2026
A consultative sales framework for organizing questions around a prospect’s context, challenges, and desired outcomes.

What this guide covers

- Structure conversations around situation and problem questions.
- Explore implications and the value of addressing a challenge.
- Use listening and follow-up to guide a relevant next step.

Who this is for

For sales professionals and service providers who want more structured discovery conversations.

Putting the ideas to use

Adapt the question framework to a real customer conversation and focus on understanding before recommending.

Book details

Format: Guide. Pages: 37. Words: 4307.

Download availability: After payment, download the complete ZIP package or the included PDF separately.