



**DALE CARNEGIE®
TRAINING**

It's time to get human again with Dale Carnegie Training® – the original and still the best resource for developing the people side of business.

70% of sales forces report a minimum 20% increase in sales using the Dale Carnegie process.

Selling is a lot more than just describing a bunch of features and benefits. And in today's world, selling is more competitive than ever before.

- Quotas keep growing
- It's tougher to get to decision-makers
- Competition is fierce and continues to grow in the marketplace
- Customers demand much more
- Your own company wants to "raise the bar" of sales performance

What has worked in the past doesn't seem to be working anymore. Good sales people follow a process that leads from prospecting to closing. Great sales people combine that process with the drive to make the sale.

Sales Advantage is the only course that gives you both sides of the success equation. First, the sales relationship process you will learn in this dynamic course is second to none. It will show you how to manage your time and territory productively; prospect intelligently; and get in front of a potential customer. It will even help you structure what to say in your face-to-face meeting.

Frankly, however, if that's all the course did, it would only take you halfway to the sale. That's because how you talk to your prospect, how you present yourself and how you relate to the customer are as important as the facts about your product or service. To make the sale, you need to display confidence in yourself, present your solution enthusiastically and influence the conversation toward the conclusion you want.

Sales Advantage is the only course that gives you these critical ingredients for making the sale because it is the only one that interweaves Dale Carnegie Training®'s proven principles of success into every session. It will turn you into a sales leader because it develops the whole you.

What Our Customers Are Saying

"As a rule we normally sell about \$50,000 to \$75,000 worth of equipment during an Open House event. This year, we sold \$350,000 worth of equipment in the same time frame."
John Deere's Maine Dealership



For the most up-to-date listing of class schedules, and for more information, please visit us online at:
www.dalecarnegie.com



The vast majority of Dale Carnegie Training® local franchising organizations in the U.S. have been accredited by the Accrediting Council for Continuing Education and Training (ACCET).

The Quality Management System of Dale Carnegie® Global Services is ISO 9001:2000 certified.

SALES ADVANTAGE

Process	After this program, you will be able to:
1. Build Rapport	Apply a proven seven-step selling process to create partnerships with buyers Employ three strategies to make buyers eager to talk Establish immediate credibility to build alignment with buyers
2. Generate Interest	Practice methods to uncover and appeal to different buyer interests Create power questions to get the information needed from buyers Widen the buyer expectation gap to create interest
3. Provide Solutions	Develop solutions that are unique to each buyer Formulate solutions that appeal to buyer's logic and emotions Present solutions that are persuasive and convincing
4. Resolve Objections	Identify points of agreement to lower buyer resistance Apply a win-win process to identify hidden objections Respond to the six most common objections with confidence
5. Appeal to Motives and Gain Commitment	Evaluate buyer perspectives to move the sale forward Engage the prospect's emotions in the buying process Practice six methods to ask for the sale with confidence
6. Uncover Opportunities	Penetrate existing accounts and increase customer loyalty Identify the best prospecting methods to fill the sales pipeline Create a referral network of champions who bring business
7. Plan for Success	Develop a motivating personal vision Establish meaningful goals to ensure higher levels of sales success Learn ten ways to manage time to focus on profitable action Create five approaches to add value for clients with effective follow-through
8. Master the Selling Process	Tie the seven-step sales process together Appraise and communicate strengths to create relationships Build on the successes experienced in this program

Time Commitment: One 3½ hour session each week for 8 weeks