



DALE CARNEGIE®  
TRAINING

SALES ADVANTAGE

MASTER THE SALES PROCESS

WIN NEW BUSINESS

STRENGTHEN THE BOTTOM LINE

## The Bottom Line

### Dale Carnegie Training® and Sales Advantage

#### generate sales gains –

*You know sales is a complex process. And the key to sales success is getting the process to work right for your sales force so your customers and your company will profit.*

*Dale Carnegie Training® understands this too.*

*That's why we developed the Sales Advantage program. It's our premier training for businesses that insist on beating the competition year after year.*

*Our improved program can be customized to target your key performance gaps and top sales goals. Your sales force will receive training that zeroes in on the right level of experience and the specialized needs of your business. Knowing that convenience is important to you, we can arrange to conduct training sessions at your headquarters or local office—on a schedule that works best for your people and your business.*

*The Sales Advantage program gives your sales force new proprietary tools and techniques, practical “front-line” knowledge, and exclusive insights from professionals about the fast-changing challenges of sales. Participants take away a mastery of the sales process—knowing the strategic answers to today's make-or-break selling issues such as how to:*

- *Win appointments with key players*
- *Communicate proactively*
- *Handle questions and objections*
- *Obtain repeat business and new referrals*
- *Close more sales*
- *Turn personal gains into business results*

*The new Sales Advantage program delivers remarkably improved sales performance. You'll measure it by how you and your sales force handle the entire sales process—from identifying new prospects to delivering superior follow-up service.*

*Best of all, you'll see improved results on the bottom line!*

## Develop Your Organization's Competitive Edge - People

### Process

Build Rapport

Generate Interest

Provide Solutions

Resolve Objections

Appeal to Motives and Gain Commitment

Uncover Opportunities

Plan for Success

Master the Selling Process

## After this program you will be able to:

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

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

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

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

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

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

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

Tie the seven-step sales process together

Appraise and communicate strengths to create relationships

Build on the successes experienced in this program

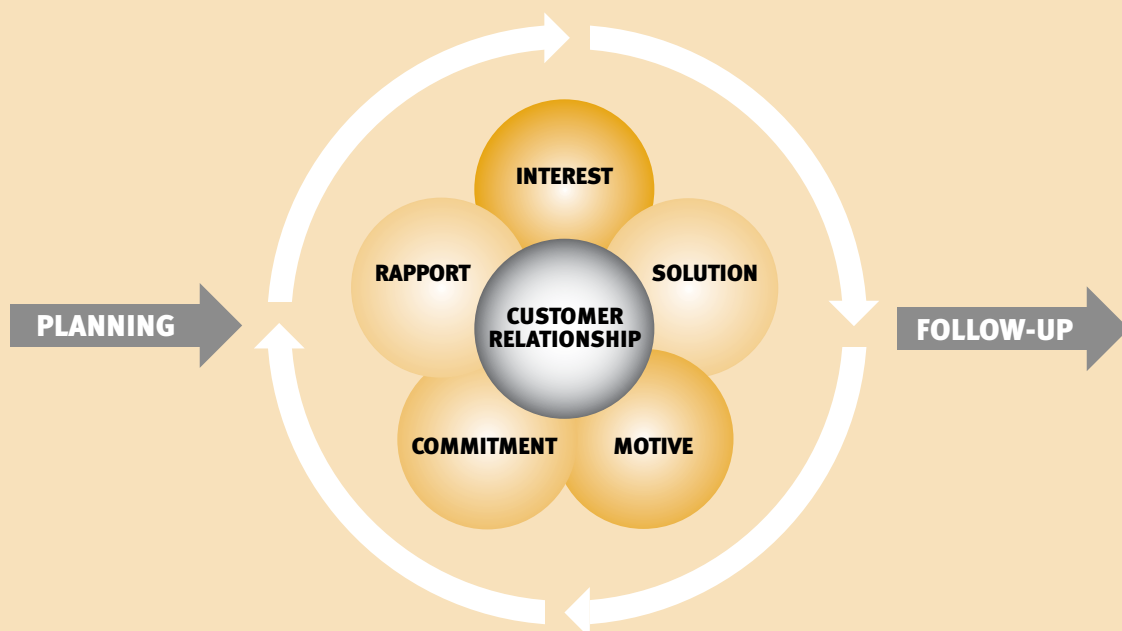
## Options for Registering

Companies can register their employees—individuals, teams or groups—in the training. Or we will customize our curriculum to meet your company's specific business priorities. In addition, you can register in regularly scheduled programs offered through local Dale Carnegie Training® offices.

## Who Will Benefit

Sales professionals—whether a recent hire, a new manager or an accomplished salesperson—will take away new insights from this interactive training that will enable them to master the sales process and maximize their sales success.

In an impact survey, over 80% of participants report at least a 20% increase in sales during the training!



## The Bottom Line:

### Dale Carnegie Training® Delivers results

As part of our ISO 9000:2001 certification and Dale Carnegie's commitment to quality, we measure the effectiveness of our training. In an ongoing global survey on customer satisfaction, 99 percent of Dale Carnegie Training® graduates express satisfaction with the training they receive.

The survey is administered globally and the report on Dale Carnegie Training® is based on a poll distributed to over 500,000 of our graduates at the end of their training programs. The survey measures important areas such as:

- Effectiveness and relevancy of the training
- Design of the training
- Performance of the Trainer
- Quality of the learning environment

You can learn more about this assessment by contacting your local licensed representative of Dale Carnegie Training®.

## On the Web ...

[www.dalecarnegie.com](http://www.dalecarnegie.com)

Visit Dale Carnegie Training® at [www.dalecarnegie.com](http://www.dalecarnegie.com). Learn how to improve job performance, get proven tips for business success, and more. Here you'll also find information on our training products and office locations, news about the company, even feedback from our clients.

## In Microsoft ...

### PowerPoint Users

24/7 — you can get tips and techniques from Dale Carnegie Training® to help you organize and deliver powerful presentations and to sharpen your business skills. Here's the easy way to get advice . . . in Microsoft PowerPoint 2000 for Windows and Macintosh — go to the AutoContent Wizard and click on Carnegie Coach.



DALE CARNEGIE®  
TRAINING

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).



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Dale Carnegie Training®  
Global Services Quality System  
ISO 9001 CERTIFICATION

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