

SALES ADVANTAGE

LEARN HOW TO

- Understand and apply a proven selling process to create partnerships
- Connect with decision makers
- Display confidence in yourself and your company
- Leverage referrals
- Build credibility
- Ask the right questions
- Use 6 tactics to win commitment
- Influence the conversation so that it reaches a mutually beneficial conclusion
- Follow up in a way that creates additional sales opportunities
- Respond to objections with confidence
- Develop a motivating personal vision
- Prospect for results to fill your sales pipeline

CONTACT

Selling is a lot more than just describing features and benefits. Good sales people follow a process that leads from prospecting to closing. Great sales people combine the process with their personal drive to make the sale.

Sales Advantage is the only course that gives you both sides of the 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, how to prospect intelligently and how to get in front of a potential customer. This process will even help you structure what you say in your face-to-face meeting.

However, if that were 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. You gain not just an intellectual understanding of sales but also the emotional drive to put this understanding into action. If you want the confidence, enthusiasm and ability to influence people, register for *Sales Advantage* today.

FORMAT

Eight-week course running one night per week for 3.5 hours per session. This time-spaced learning methodology allows you to practice between sessions and bring your experiences to class for coaching (Times may vary according to location).

WHO SHOULD ATTEND

Sales people—whether they are new hires or on the job for a while—will take away techniques that will enable them to master the sales process and maximize their sales success.

SALES ADVANTAGE

ON-SITE DELIVERY

Our corporate consultants will work with you to create customized solutions to assist you in achieving the specific objectives and goals of your organization. Please contact the Dale Carnegie Training® office in your area if you wish to have a course or seminar offered on-site at your location.

TRANSFER & CANCELLATION POLICY

Please contact the Dale Carnegie Training® office in your area for transfer and cancellation policy information.

CONTACT

WHAT YOU WILL COVER

Module 1

Building credibility and rapport with your customers

Module 2

Generate interest in your ideas and approach to problems

Module 3

Provide the kind of solutions your customers really want

Module 4

Resolve objections in a clear and confident way

Module 5

Demonstrate commitment to your customers and gain commitment from your customers

Module 6

Discover the technique for uncovering hidden opportunities

Module 7

Real success requires planning. Discover planning techniques that work

Module 8

Mastering the selling process

FEDERAL GOVERNMENT DISCOUNTS

Dale Carnegie Training® is available for your agency through the GSA Federal Supply Schedule #GS-10F-0329K.

Dale Carnegie Training® gives you exactly what you need to enhance your agency's professional capabilities and results in order to:

Maximize leadership potential

Improve communications, cooperation and trust

Build strong teams, motivation and morale

Increase results with internal and external customers

To get more information regarding courses and seminars currently offering Federal Government discounts or to view pricing information, please visit www.dalecarnegie.com/gsa



CREDITS

CEU Credits—2.8

College Transfer Credits—2

CERTIFICATION

Dale Carnegie's Product and Trainer Development management systems are ISO 9001:2000 certified through the Bureau Veritas Quality International (BVQI).

BVQI is an internationally recognized and well-respected ISO registrar that provides objective third party review through semi-annual audits. The scope of our ISO 9001:2000 certification includes our Product Development, Assessment & Measurement, Carnegie University-Trainer Development & Certification, Internal Sales Training, Product Customization, and Internal Consulting Systems.

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ACCREDITING ASSOCIATIONS

Accrediting Council for Continuing Education and Training

The Accrediting Council for Continuing Education and Training (ACCET) was founded in 1974, for the purpose of improving continuing education and training, and has been officially recognized by the U.S. Department of Education, since 1978, as a "reliable authority" as to the quality of education and training provided by the institutions they accredit. Dale Carnegie Training® has been accredited by ACCET since 1978 and as a result, graduates will each receive ACCET Continuing Education Units (CEUs).

Graduates of Dale Carnegie Training® are eligible to receive a predetermined number of ACCET "Continuing Education Units" based on classroom hours.

American Council on Education

The American Council on Education (ACE) - the unifying voice for higher education - has reviewed *Sales Advantage* and found it to be in compliance with the rigorous control standards required by ACE and, as such, are considered college level quality.

In view of this, ACE is recommending to colleges and universities throughout the United State that individuals completing Dale Carnegie Training® beginning in January 1981 may be eligible for college transfer credit.

**For More Information or To Register
Please Visit www.dalecarnegie.com**