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# Winning with Relationship Selling

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We are uniquely positioned to prepare sales professionals to transition into the new world where collaboration, confidence and credibility are the way to connect with customers to increase business. Today's customers are just too savvy for old tricks. Dale Carnegie's proven selling process includes human relations skills grounded in timeless fundamentals from "How to Win Friends and Influence People".

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Learn the importance of a confident attitude when interacting with customers. Develop active listening skills to uncover customer needs and head off challenges. Find out how to establish credibility, and communicate your value by focusing on customer-centric solutions.

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When customers have completed 70% of the buying process or can complete many online purchases without ever engaging with a single salesperson, traditional sales tactics simply no longer work. Your customers are the personification of the empowered consumer, knowledgeable beyond the need for basic information. You need a relationship-selling approach that leads to a profitable relationship.

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By mastering a relationship-based selling approach, you can offer your customers value they can't find on the Internet: You! And you position yourself for long-term partnerships that bring positive outcomes for all parties.