

SALES ADVANTAGE



*Get in front of more prospects —
Build credibility and trust —
Develop relationships that produce steady, reliable sales over time.*

IT'S TIME TO
REPLACE SCREEN-TIME
WITH FACE-TIME!



DALE CARNEGIE®
TRAINING

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. You gain not just an intellectual understanding of sales techniques but also the emotional drive to put them into action. If you want the confidence, enthusiasm and the ability to influence people, sign up for *Sales Advantage* today.

Process

1. Build Rapport
2. Generate Interest
3. Provide Solutions
4. Resolve Objections
5. Appeal to Motives and Gain Commitment
6. Uncover Opportunities
7. Plan for Success
8. Master the Selling Process



Sales Advantage Course Schedule

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



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

www.dalecarnegie.com



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

The Bottom Line...

SALES ADVANTAGE DELIVERS RESULTS

Automotive

Audi
Auto 2000
BMW AG (Wallis Motors RT)
DaimlerChrysler Mexico S.A. de
C.V. / Mercedes Benz
Ford Motor Company
General Motors Acceptance Corp.
GM AC Delco
Gwinnett Place Honda
Mercedes-Benz
Pilkington Automotive Limited
Porsche AG (Hungaria Kft)
Quality Dealerships
Skoda
Toyota Astra Motor
Toyota Motor Sales, U.S.A.

Communications & Information Systems

ABC Cable Networks Group
Alcatel Indonesia
Ampro Computers, Inc.
Aspect Communications
AT&T
Bellsouth Telecommunications
Clear Channel Communication
Comcast Cable
Computer Associates International
Cox Communications
Globe Telecom
Information Support Services Ltd
Meyer Communications
Standard & Poor's
SunCom
Telkomsel
TELMEX
Time Warner Cable
Verizon
Westel Mobile Telecommunication Co.

Education

Cardean University
Colorado State University
Fordham University
Harvard University
London Business School
Penn State University
Purdue University
St. Lawrence University
Universitas Surabaya
Universidade Potiguar
Universitas Kristen Petra
Washington State University

Energy Services

Alstom Power
BP Chemicals
Chevron Energy Solutions
EXXONMOBIL
Kondur Petroleum
Kuwait Oil Company
Phillipinas Shell Petroleum
Shell Oil Products

Financial & Insurance Services

ABN Amro Bank
AEGON Insurance Co.
Aetna
Al Rajhi Bank
AutoOne Insurance
Axa Insurance
Ahold Financial Services
Allstate Insurance Company
American Express
American Equity Investment Life
Banco de México
Bank of America
Bank Central Asia
Bank of New York
Bank of Tokyo-Mitsubishi
BMW Financial Services
Charles Schwab
Cigna Insurance
Citigroup
Commercial Bank of Kuwait (CBK)
Community National Bank
Deloitte & Touche
Discover Card
Empire BlueCross BlueShield
Equitas
Farmers Insurance Group
First Community Bank
Fleet Bank
Florida First Bank
Hawaii USA Federal Credit Union
Housing Authority Insurance Bank
JP Morgan Chase
KPMG
Merrill Lynch
Moneycentre
Municipal Credit Union
Navy Army Federal Credit Union
Nordea Bank Sverige
Progressive Insurance
Prudentialife Plans Inc.
Sovereign Bank
State Bank of India
State Farm Insurance
Washington Mutual

Food & Beverage

Anheuser Busch
Butter Krust Baking Company
Campbell Soup Company
Cargill
Coca Cola Enterprises
Coors Brewing Company
Frito Lay
Hatfield Quality Meats
Hormel Foods
Interbrew
National Beef
Nestle Purina AB
Pepperidge Farm, Inc.
Sara Lee Corporation
Stanflico a Division of Dole Phis
Unilever
YUM! Brands, Inc.

Healthcare & Pharmaceuticals

Abbot Laboratories, Inc.
AstraZeneca
Aventis Co.
Bayada Nurses
Bayer Inc.
Bayer Indonesia
Boulder Community Hospital
Bristol Myers Squibb
Capital Health Management Group
CareCentric, Inc.
Charleston Naval Hospital
Dankos Laboratories Tbk
Evans Vaccines Ltd
GlaxoSmithKline
Health Point Medical Group
IDEXX
ImClone Systems
Jacob Healthcare
Johnson & Johnson
Kwong Wah Hospital
Laboratorium Klinik Prod.
Lab Klinik Prodia
Medical Center, Upstate California
Merck & Co.
Parmed Pharmaceuticals, Inc.
Quest Diagnostics
US Department of Health and
Human Services
Warren Hospital

Hospitality

Aladdin Resort & Casino
Argosy Casinos
Clarion Hotel
Dwidaya Tour & Travel
Four Seasons Hotel, Las Vegas
Hampton Inn & Suites
Hilton Hotels
Hotel Caesar Park
Hotel Kristal
InterContinental Buenos Aires
Kahala Mandarin Oriental Hawaii
Palmer House Hilton
Radisson Hotels
The Breakers Palm Beach

Manufacturing/Shipping

Adidas
Alcan Packaging
Alumindo Light Metal
Astra International
BASF
Baker Concrete Construction
Caterpillar, Inc.
Delami
DOW Chemical
Dupont Indonesia
FCX
Federal Express Corp.
Hitachi Metals America, LTD
Honeywell
Hong Kong Oxygen & Acetylene Co. Ltd
Hunter Douglas

Indah Kiat Pulp & Paper

Ingenieria Gastronomica S.A.
Ingersoll-Rand
Innogy
International Truck
JanPak
John Deere
Lear Corporation
Liz Claiborne
Marvin Development
Mitsui O.S.K. Lines, Ltd.
Multi Garmentjaya
Nucor Steel-Indiana
Phillip Morris
Robb and Stucky
Samudera
Sappi UK
Securitas
Solutia
Star Shipping Argentina S.A.
Superior Manufacturing & Hydraulics
Synthes
Target Worldwide Express
Tetra Pak PT
Thomas & Betts
Tirtha RIA
United Distributors
USA Screen Printing
3M Company

Retail

ACE Hardware
Ahold
Best Buy
Blockbuster
Conn's
Costco Wholesale
Dominos Pizza
EMHCO (Dunkin Donuts)
Enterprise Rent-A-Car
Fila USA
Home Depot
Hy-Vee
Jeld-Wen
McDonald's Corporation
Outback Steakhouse
Radco Food Stores
Radio Shack
Staples
Stop and Shop
Target Corporation
Taskers DIY
TJ Maxx
Wal-Mart
Wawa
Weis Markets

Service Companies

1-800-FLOWERS.COM
ADT Security Systems, Inc.
American Dental Service
American Heart Association
American Red Cross
American Society for Quality

ARAMARK

Bonita Springs Utilities
BBC Worldwide
Chicago Bulls
Cinecolor Argentina
Dixie Plumbing Services
Finning Inc. (Canada)
Hapag-Lloyd
HDR Engineering
Jasa Marga
Kaplan Higher Education
K-Force
Kier Group
Manpower
Manchester City Football Club
March of Dimes
Morgan Cole
McCann Erickson Indonesia
Northrop Grumman
NYC Department of Corrections
NYC Transit
National Service Cooperative
Ocean International Suppliers, Inc.
Pal Indonesia PT
Paychex, Inc.
Perini Building Company
Plumbase Ltd
Practice Works
Reed & Mackay Travel Ltd
Skanska USA
Structure Tone
Superior Ambulance Service, Inc.
Thomson Learning Iberoamerica
UCI UK
United States Postal Office
United Water
United Way of America
US Coastguard
US Food Service
US Navy
Unicef
United Tractors
US Department of Veteran Affairs
Winwholesale/Primus

Technology

Amcom Software
Apple
Applied Systems
Binatone Electronics International Ltd
Ciudad Internet
Gateway
IBM
Intel
Microsoft
Motorola
Oracle
VoxCom
WebMD



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