



The Dale Carnegie® Sales Advantage:

Selling Skills and Attitude Control

Selling Skills:

The course helps the sales professional to develop concrete, practical selling skills and a focused approach to sales through a diverse portfolio of solid processes and proven techniques. Participants learn strategies for building credibility, generating greater buyer interest, lowering resistance, uncovering hidden objections, and gaining customer commitment.

Attitude Control:

No one faces rejection on a daily basis like people in sales. As a result, it is easy for the sales professional to become frustrated, discouraged, and to lose their motivation. The Dale Carnegie® Sales Advantage helps participants to develop the level of self-confidence, perseverance, and perspective that is absolutely essential in order to succeed in a marketplace crowded with highly-skilled and knowledgeable competitors.

Organization, People Skills, and Effective Communication

Organizational Skills:

The Dale Carnegie® Sales Advantage guides participants as they develop the methods of personal organization necessary to efficiently maintain on-going relationships, and to establish new ones. These includes such skills as: managing time more efficiently, effective customer follow-up, and building a network of customer "champions" who help direct business to them.

People Skills:

The course helps to enhance an individual's ability to establish meaningful, long-term relationships with customers so that they grow into lasting, mutually-beneficial business opportunities. Participants learn to better establish rapport and credibility, build customer trust, and to handle disagreements and objections in an unobjectionable manner.



Communication Skills:

The Dale Carnegie® Sales Advantage helps participants learn how to make buyers eager to talk with them, how to generate greater interest, and how to ask the right questions at the right time. Participants also explore the value of presenting information through diverse media as well as traditional methods, often exceeding the expectations of today's enlightened buyers.

Investment and Money Back Guarantee

Investment and Guarantee:

The Dale Carnegie® Sales Advantage is an intensive, 9-week training program, meeting once a week, for 3 1/2 - 4 hours per session. The cost is \$1695, which includes books and all supplies. If five or more employees from a single organization enroll at the same time, a discounted price of \$1595 per participant will be charged. Upon completion of the entire course, if an individual or their sponsoring organization is not satisfied, the participant will be retrained, another person trained free of charge, or tuition reimbursed in full.

Tax Deductible:

The full cost is permitted as a personal income tax deduction by the Federal Government.

Program Flexibility:

If a class is missed, the person will be contacted and brought up to date. Missed sessions can be made up with another class at no additional charge.

Accreditation:

Satisfactory participation is accredited for 2.8 validated CN-CEU's (ACCET). This program is also recognized by the American Council on Education (ACE) for 2 lower baccalaureate credit hours.