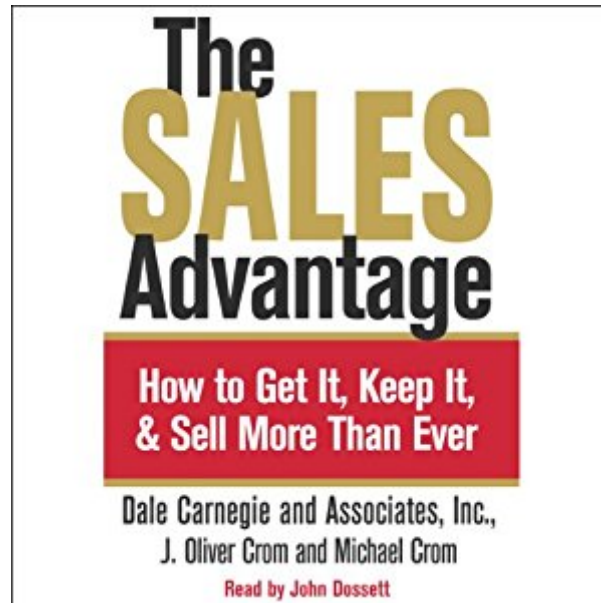


The book was found

# The Sales Advantage: How To Get It, Keep It, And Sell More Than Ever



## Synopsis

Now, for the first time ever, the time-tested, proven techniques perfected by the world-famous Dale Carnegie® sales training program are available in book form. The two crucial questions most often asked by salespeople are: "How can I close more sales?" and "What can I do to reduce objections?" The answer to both questions is the same: You learn to sell from a buyer's point of view. Global markets, increased technology, information overload, corporate mergers, and complex products and services have combined to make the buying/selling process more complicated than ever. Salespeople must understand and balance these factors to survive amid a broad spectrum of competition. Moreover, a lot of what the typical old-time salesperson did as recently as ten years ago is now done by e-commerce. The new sales professional has to capture and maintain customers by taking a consultative approach and learning to unearth the four pieces of information critical to buyers, none of which e-commerce alone can yield. The Sales Advantage will enable any salesperson to develop long-term customer relationships and help make those customers more successful -- a key competitive advantage. The book includes specific advice for each stage of the eleven-stage selling process, such as: How to find prospects from both existing and new accounts The importance of doing research before approaching potential customers How to determine customers' needs, such as their primary interest (what they want), buying criteria (requirements of the sale), and dominant buying motive (why they want it) How to reach the decision makers How to sell beyond questions of price The cutting-edge sales techniques in this book are based on interviews accumulated from the sales experiences of professionals in North America, Europe, Latin America, and Asia. This book, containing more than one hundred examples from successful salespeople representing a wide variety of products and services from around the world, provides practical advice in each chapter to turn real-world challenges into new opportunities. The Sales Advantage is a proven, logical, step-by-step guide from the most recognized name in sales training. It will create mutually beneficial results for salespeople and customers alike. Dale Carnegie and Associates, Inc, has produced three giant international bestsellers -- How to Win Friends and Influence People, How to Stop Worrying and Start Living, and How to Enjoy Your Life and Your Job -- with more than thirty million copies sold to date. Their most recent bestseller is The Leader in You. More than twenty-five hundred people around the world enroll in Dale Carnegie courses each week, adding to the five million people who have graduated from the world-famous self-improvement and training programs. --This text refers to the Digital edition.

## Book Information

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## Customer Reviews

This book takes off to a good start. The tone is straightforward. The first three elements in the sales process are focused on improving the odds that the prospect will spend time with us. Seeing things from the other person's point of view is the backbone of the "Sales Advantage" approach to selling. The content in this book does a good job selling itself to you while it teaches you how to sell to others. However, being a partial offshoot of "How to Win Friends and Influence People" you tend to find the same excessive rambling you found in this earlier work. The Sales Advantage tools and principles can energize your selling efforts. They can empower you, challenge you, and give you a new level of confidence in your sales abilities. The objective of The Sales Advantage is to strengthen the performance and behavior of salespeople. The concepts provide a repeatable sales process that helps salespeople to sell from a buyer's point of view. Written in step-by-step form, the Sales Advantage will enable any person in sales to design a win-win selling model. This how-to guide has chock full of examples covering a gamut of sales undertakings. Your attitude makes all the difference in whether the tools will motivate you to build the solid customer-focused relationships you need for long-term success in selling. Learning how to sell using the Sales Advantage tools and principles will increase the odds that we will overcome sales challenges successfully. How? By learning to see the buying and selling process from the customer's point of view. FEW IDEAS: 1) Get around people who are passionate about selling. 2) Read, Watch, and listen to inspirational material.

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