



# SALES Advantage

**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. Second, it will also show you how to 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.

**The Sales Advantage** program gives you new proprietary tools and techniques, practical “front-line” knowledge, and exclusive insights from professionals about the fast-changing challenges of sales.

Participants take away a mastery of the sales process such as how to:

- Win appointments with key players
- Communicate proactively
- Handle questions and objections
- Obtain repeat business and new referrals
- Close more sales

*“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-*

#### **Sessions at a glance:**

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

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