

HOW TO SELL LIKE A PRO

LEARN HOW TO

- Understand and apply a proven selling process to create partnerships
- Connect with decision makers
- Display confidence in yourself and your company
- Leverage referrals
- Build credibility
- Ask the right questions
- Use 6 tactics to win commitment
- Influence the conversation so that it reaches a mutually beneficial conclusion
- Follow up in a way that creates additional sales opportunities
- Respond to objections with confidence
- Develop a motivating personal vision
- Prospect for results to fill your sales pipeline

CONTACT

Now, for the first time ever, the time-tested, proven sales techniques perfected by Dale Carnegie Training® are available in a three-day seminar format. This seminar is designed for sales people whose schedules won't allow them to take our famous eight-week Sales Advantage course. It has the same proven content transformed into an accelerated learning format.

In just three days, you'll cover all the bases from prospecting to getting appointments, from establishing rapport to crafting solutions, from overcoming objections to closing the deal, from time and territory management to creating your personal success plan.

As you learn these skills you'll also acquire the confidence and enthusiasm that separates the pros from the run-of-the mill. *How to Sell Like a Pro* uses the proprietary Dale Carnegie Success Achievement Cycle to help you acquire the kind of winning attitude that gives prospects the confidence to buy from you. You'll be amazed at how your new attitude gets you by gatekeepers, helps you book appointments, builds trust quickly and leads to more and bigger sales.

FORMAT

*Three consecutive weekdays from 9:00 am to 5:00 pm
(Times may vary according to location).*

WHO SHOULD ATTEND

Sales people who have always wanted to take the famous Sales Advantage course but could not commit to the eight-week timeframe.

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ON-SITE DELIVERY

Our corporate consultants will work with you to create customized solutions to assist you in achieving the specific objectives and goals of your organization. Please contact the Dale Carnegie Training® office in your area if you wish to have a course or seminar offered on-site at your location.

TRANSFER & CANCELLATION POLICY

Please contact the Dale Carnegie Training® office in your area for transfer and cancellation policy information.

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WHAT YOU WILL COVER

Module 1

Building credibility and rapport with your customers

Module 2

Generate interest in your ideas and approach to problems

Module 3

Provide the kind of solutions your customers really want

Module 4

Resolve objections in a clear and confident way

Module 5

Demonstrate commitment to your customers and gain commitment from your customers

Module 6

Discover the technique for uncovering hidden opportunities

Module 7

Real success requires planning. Discover planning techniques that work

Module 8

Mastering the selling process

FEDERAL GOVERNMENT DISCOUNTS

Dale Carnegie Training® is available for your agency through the GSA Federal Supply Schedule #GS-10F-0329K.

Dale Carnegie Training® gives you exactly what you need to enhance your agency's professional capabilities and results in order to:

Maximize leadership potential

Improve communications, cooperation and trust

Build strong teams, motivation and morale

Increase results with internal and external customers

To get more information regarding courses and seminars currently offering Federal Government discounts or to view pricing information, please visit www.dalecarnegie.com/gsa



CREDITS

CEU Credits—2.4

College Transfer Credits—2

CERTIFICATION

Dale Carnegie's Product and Trainer Development management systems are ISO 9001:2000 certified through the Bureau Veritas Quality International (BVQI).

BVQI is an internationally recognized and well-respected ISO registrar that provides objective third party review through semi-annual audits. The scope of our ISO 9001:2000 certification includes our Product Development, Assessment & Measurement, Carnegie University-Trainer Development & Certification, Internal Sales Training, Product Customization, and Internal Consulting Systems.

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ACCREDITING ASSOCIATIONS

Accrediting Council for Continuing Education and Training

The Accrediting Council for Continuing Education and Training (ACCET) was founded in 1974, for the purpose of improving continuing education and training, and has been officially recognized by the U.S. Department of Education, since 1978, as a "reliable authority" as to the quality of education and training provided by the institutions they accredit. Dale Carnegie Training® has been accredited by ACCET since 1978 and as a result, graduates will each receive ACCET Continuing Education Units (CEUs).

Graduates of Dale Carnegie Training® are eligible to receive a predetermined number of ACCET "Continuing Education Units" based on classroom hours.

American Council on Education

The American Council on Education (ACE) - the unifying voice for higher education - has reviewed *How to Sell Like a Pro* and found it to be in compliance with the rigorous control standards required by ACE and, as such, are considered college level quality.

In view of this, ACE is recommending to colleges and universities throughout the United State that individuals completing Dale Carnegie Training® beginning in January 1981 may be eligible for college transfer credit.

**For More Information or To Register
Please Visit www.dalecarnegie.com**