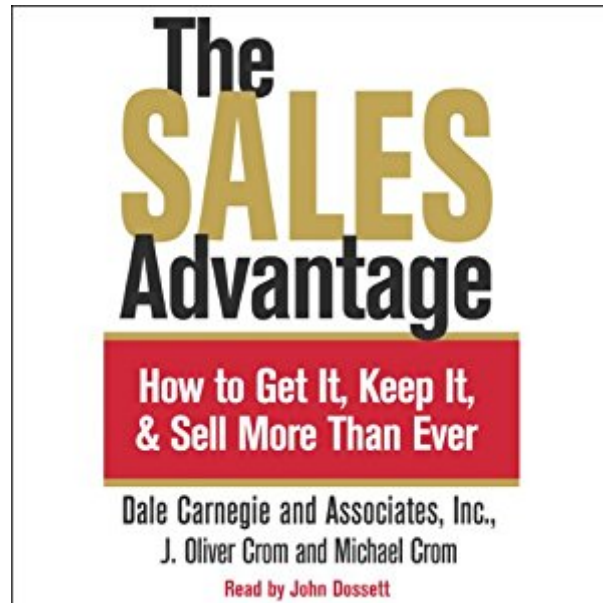


The book was found

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

Audible Audio Edition

Listening Length: 3 hours and 10 minutes

Program Type: Audiobook

Version: Abridged

Publisher: Simon & Schuster Audio

Audible.com Release Date: January 3, 2003

Language: English

ASIN: B000087GHW

Best Sellers Rank: #107 in Books > Audible Audiobooks > Business & Investing > Accounting

#469 in Books > Audible Audiobooks > Business & Investing > Marketing & Sales #1160

in Books > Business & Money > Marketing & Sales > Advertising

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.

[Download to continue reading...](#)

Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) The

Sales Advantage: How to Get It, Keep It, and Sell More than Ever Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) How to Take Advantage of the People Who Are Trying to Take Advantage of You: 50 Ways to Capitalize on the System (Take the Advantage Book 1) Sell & Re-Sell Your Photos: Learn How to Sell Your Photographs Worldwide How to Sell Art to Interior Designers: Learn New Ways to Get Your Work into the Interior Design Market and Sell More Art Sell Your Business for an Outrageous Price: An Insider's Guide to Getting More Than You Ever Thought Possible Six-Figure Musician: How to Sell More Music, Get More People to Your Shows, and Make More Money in the Music Business: Music Marketing [dot] com Presents Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) The ULTIMATE Guide To Ballroom Dancing for Colleges and Universities: A Ballroom Dancers SECRET FORMULA To Prepare For ANY Competition, Get NOTICED On ... More Awards Than You Ever Thought Possible The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible The Psychology of Selling: Increase Your Sales Faster and Easier Than You Ever Thought Possible (Your Coach in a Box) Team of One: Get the Sales Results of a Full Time Sales Team Without Actually Having One Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) More Than Friends (More Than... Book 1) The End of Competitive Advantage: How to Keep Your Strategy Moving as Fast as Your Business How to Write Copy That Sells: The Step-By-Step System for More Sales, to More Customers, More Often The Ultimate Book of Modern Juicing: More than 200 Fresh Recipes to Cleanse, Cure, and Keep You Healthy Words that Sell: More than 6000 Entries to Help You Promote Your Products, Services, and Ideas The EXIT Formula: How To Sell Your Business For 3x More Than It's Worth Today

[Dmca](#)