



## The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever

By Dale Carnegie, J. Oliver Crom, Michael A. Crom

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Now, for the first time ever, the time-tested, proven techniques perfected by the world-famous Dale Carnegie(R) 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.

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### Editorial Review

From Publishers Weekly

According to the business sages at Dale Carnegie & Associates, Inc., sales make the world go round. That's a bold statement, but when you consider that a driver for an international freight company may not have a job if a salesperson hasn't sold the products being delivered, or that an aerospace engineer wouldn't have anything to do if an account executive hadn't secured a contract for commercial jets, it makes pretty good sense. In this snappy guide to making winning transactions, the organization behind the colossal bestseller *How to Win Friends and Influence People* explains the ins and outs of finding prospects, getting their attention, building trust, giving customers what they want, negotiating, handling objections and securing the sale. The suggestions range from the practical (e.g., make sure the audiovisual equipment works before giving a sales presentation) to the psychological (e.g., figure out the customer's emotional motive for buying something); taken together, they make for a good primer for novices and a perfect refresher for old hands. Copyright 2003 Reed Business Information, Inc.

From [Booklist](#)

Salespeople are always looking for ways to overcome objections and close more deals, but all good salespeople know there is no magic formula to achieve this. The authors tell us that, like playing an instrument, selling is hard and unpleasant at first, but with practice it can become easy and even enjoyable. This highly readable guide for creating better long-term relationships with customers comes from the same group that produced the best-seller *The Leader in You: How to Win Friends, Influence People, and Succeed in a Changing World* (1993). They take you through the process step-by-step, from prospecting to preparing for initial contact, getting through the "gatekeepers" to reach the decision makers, using proper etiquette for phone and in-person presentations, to selling beyond questions of price. Tips include avoiding cliché "danger words," such as *best*, *largest*, or *highest* quality, unless you can back them up with facts and evidence. There are sections covering different styles and showmanship, interpreting and using body language to your advantage, knowing when it's time to walk away from a sale, and overcoming objections by validating your customer's concerns. *David Siegfried*

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Review

John W. Thiel Managing Director, Merrill Lynch While knowledge is fundamental, what highlights the professional salesperson is the skill and attitude he displays. "The Sales Advantage" creates a playbook to develop these skills and attitudes and to perfect the sales process from the critical perspective -- namely the client's. The Dale Carnegie Human Relations Principles, along with years of field experience, inspired this must-read for the sales professional.

Gerhard Gschwandtner Founder and Publisher, "Selling Power Magazine: Solutions for Sales Management" "The Sales Advantage" follows the blueprint for writing books that made Dale Carnegie a worldwide bestselling author. There isn't a single idea in the book that hasn't been field-tested with a real customer and classroom-tested by a Dale Carnegie instructor. The result is a book packed with brilliant sales gems destined to enrich every reader and delight their customers.

Jason Gonella Vice President of Sales, Premium Services for the Philadelphia Eagles "The Sales Advantage" increased our sales and made our sales people more effective and productive. It's a great system that really worked for us.

Brad Houge John Deere Company, North American Training Shortly after training our people with the Dale Carnegie Sales Advantage approach, one of our dealers had a big success at their open house. They sold four times more product than at previous similar events. The objective of "The Sales Advantage" is to strengthen the performance and behavior of salespeople. We saw it happen. John Deere Company uses the Sales Advantage program to improve both our sales staff's performance and the bottom line for our clients and us. The concepts provide a repeatable and proven sales process that helps salespeople to sell from a buyer's point of view. Once the concepts were implemented we saw a positive behavioral change in our salespeople and in their results.

## **Users Review**

### **From reader reviews:**

#### **Cynthia Sharma:**

This The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever are generally reliable for you who want to certainly be a successful person, why. The reason why of this The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever can be on the list of great books you must have is usually giving you more than just simple examining food but feed you with information that perhaps will shock your preceding knowledge. This book is actually handy, you can bring it almost everywhere and whenever your conditions in the e-book and printed ones. Beside that this The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever forcing you to have an enormous of experience for instance rich vocabulary, giving you demo of critical thinking that we know it useful in your day activity. So , let's have it appreciate reading.

#### **Charles Owens:**

Hey guys, do you wishes to finds a new book to read? May be the book with the headline The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever suitable to you? Often the book was written by well-known writer in this era. The book untitled The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever is the main one of several books this everyone read now. This kind of book was inspired many people in the world. When you read this book you will enter the new dimensions that you ever know previous to. The author explained their concept in the simple way, thus all of people can easily to be aware of the core of this publication. This book will give you a wide range of information about this world now. To help you to see the represented of the world on this book.

#### **Eulalia Perry:**

Spent a free time to be fun activity to do! A lot of people spent their leisure time with their family, or their own friends. Usually they carrying out activity like watching television, going to beach, or picnic from the park. They actually doing same thing every week. Do you feel it? Do you need to something different to fill your current free time/ holiday? May be reading a book may be option to fill your no cost time/ holiday. The first thing you ask may be what kinds of e-book that you should read. If you want to consider look for book, may be the e-book untitled The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever can be great book to read. May be it could be best activity to you.

**Lois Wiggins:**

Do you have something that you want such as book? The publication lovers usually prefer to pick book like comic, small story and the biggest some may be novel. Now, why not trying The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever that give your entertainment preference will be satisfied by reading this book. Reading addiction all over the world can be said as the opportunity for people to know world much better then how they react towards the world. It can't be mentioned constantly that reading addiction only for the geeky person but for all of you who wants to always be success person. So , for every you who want to start examining as your good habit, you may pick The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever become your own starter.

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