



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:

Yolanda Osuna:

Have you spare time for a day? What do you do when you have a lot more or little spare time? That's why, you can choose the suitable activity intended for spend your time. Any person spent all their spare time to take a stroll, shopping, or went to often the Mall. How about open or read a book entitled The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever? Maybe it is being best activity for you. You understand beside you can spend your time with your favorite's book, you can cleverer than before. Do you agree with its opinion or you have different opinion?

Bernice Fugate:

Information is provisions for individuals to get better life, information presently can get by anyone from everywhere. The information can be a know-how or any news even a problem. What people must be consider while those information which is inside former life are challenging be find than now could be taking seriously which one would work to believe or which one typically the resource are convinced. If you get the unstable resource then you have it as your main information there will be huge disadvantage for you. All those possibilities will not happen inside you if you take The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever as the daily resource information.

Alberta Townsend:

Reading a e-book can be one of a lot of activity that everyone in the world loves. Do you like reading book and so. There are a lot of reasons why people enjoyed. First reading a e-book will give you a lot of new information. When you read a e-book you will get new information mainly because book is one of numerous ways to share the information or even their idea. Second, reading through a book will make an individual more imaginative. When you studying a book especially fiction book the author will bring someone to imagine the story how the figures do it anything. Third, you can share your knowledge to others. When you read this The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever, you can tells your family, friends along with soon about yours guide. Your knowledge can inspire average, make them reading a publication.

Lisa Bentley:

What is your hobby? Have you heard which question when you got learners? We believe that that problem was given by teacher to their students. Many kinds of hobby, Everybody has different hobby. So you know that little person like reading or as examining become their hobby. You need to know that reading is very important in addition to book as to be the thing. Book is important thing to add you knowledge, except your own teacher or lecturer. You discover good news or update about something by book. Amount types of books that can you take to be your object. One of them is this The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever.

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