

Dale Carnegie Sales Training: Winning with Relationship Selling

In-Person or Instructor-Led Live Online

In an environment where the seller can't always win on price, it's important to be focused on the real customer wants and needs that will ensure mutual success. Dale Carnegie's proprietary Sales Model and Process is adaptable within any sales culture and fits any salesperson's style. You should treat sales like you treat other relationships. It's give and take, with a heavy emphasis on give!

By mastering a relationship-based selling approach, you can offer your customers value they can't find on the Internet: You! And you position yourself for long-term partnerships that bring positive outcomes for all parties.

Many salespeople and their organizations have pivoted to a virtual selling model or blended model with a combination of in-person and virtual meetings. While the psychology of the process stays the same, different delivery styles are often needed. This course covers both leading practices in virtual selling as well as in-person.

Objectives:

- ✓ Create and demonstrate sales strategies that facilitate the buying process through relationship-oriented techniques.
- ✓ Use methods to establish a connection with customers to gain access and establish trust.
- ✓ Construct solutions in collaboration with customers while offering insights and establishing value.
- ✓ Apply the Dale Carnegie Sales Model to eliminate objections and minimize the need for negotiation.
- ✓ Employ proven techniques to maintain customer relationships and encourage repeat business.

Why You Want to Learn It

While it is true that selling has changed dramatically over the past few decades due to customer knowledge, globalization, technology, the internet, etc., what hasn't changed over thousands and thousands of years is how people buy. To decide to buy, the seller must go through five distinct mental processing steps. A skilled professional understands the psychology of this process (Connect-Collaborate-Create-Confirm-Commit) and is thereby able to facilitate—not manipulate—the process. A thorough understanding of this process helps the salesperson stay out of the way to allow a client to buy.

How It Will Help You

Discover the unique value you bring to your customers as a professional salesperson – You. Along with the skillset to achieve your desired performance change, you will strengthen your mindset to sustain your performance change.

Module One

Sales Attitude

Module Two

Gain Access

Module Three

Discovery

Module Four

Communicate Value

Module Five

Respond to Objectives

Module Six

Commit and Maintain the Relationship

Module Seven

Expand Your Network

Module Eight

Sales Skills Mastery

Accreditation

In-Person | Live Online

2.4 | 1.6 CEU'S

22.5 | 16 PMI/PDU's

N/A | N/A HRCI Credits

N/A | N/A SHRM PDC's

23.4 | 18.4 NASBA CPE's

**Need a consultation call? Contact
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