



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:

Odessa Currie:

Why don't make it to become your habit? Right now, try to prepare your time to do the important take action, like looking for your favorite reserve and reading a e-book. Beside you can solve your problem; you can add your knowledge by the reserve entitled The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever. Try to stumble through book The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever as your pal. It means that it can for being your friend when you sense alone and beside that of course make you smarter than ever. Yeah, it is very fortunated for you. The book makes you much more confidence because you can know everything by the book. So , let me make new experience as well as knowledge with this book.

Amy Dixon:

Have you spare time to get a day? What do you do when you have far more or little spare time? Yes, you can choose the suitable activity for spend your time. Any person spent their own spare time to take a stroll, shopping, or went to the Mall. How about open or read a book allowed The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever? Maybe it is to get best activity for you. You know beside you can spend your time together with your favorite's book, you can cleverer than before. Do you agree with the opinion or you have additional opinion?

Teresa Howard:

Precisely why? Because this The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever is an unordinary book that the inside of the e-book waiting for you to snap the item but latter it will shock you with the secret that inside. Reading this book next to it was fantastic author who also write the book in such incredible way makes the content on the inside easier to understand, entertaining means but still convey the meaning entirely. So , it is good for you for not hesitating having this anymore or you going to regret it. This book will give you a lot of rewards than the other book get such as help improving your talent and your critical thinking approach. So , still want to delay having that book? If I had been you I will go to the reserve store hurriedly.

John Morris:

A lot of publication has printed but it takes a different approach. You can get it by world wide web on social media. You can choose the most effective book for you, science, comic, novel, or whatever through searching from it. It is known as of book The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever. Contain your knowledge by it. Without causing the printed book, it might add your knowledge and make a person happier to read. It is most critical that, you must aware about publication. It can bring you from one spot to other place.

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