

# The **SALES** Advantage

How to Get It, Keep It,  
& Sell More Than Ever

Dale Carnegie and Associates, Inc.,  
J. Oliver Crom and Michael A. Crom

## 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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### The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever By Dale Carnegie, J. Oliver Crom, Michael A. Crom

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.

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#### 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 cliche "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:**

#### **Tanisha Goss:**

Have you spare time for the day? What do you do when you have a lot more or little spare time? Yeah, you can choose the suitable activity to get spend your time. Any person spent all their spare time to take a go walking, shopping, or went to the actual Mall. How about open as well as read a book allowed The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever? Maybe it is to become best activity for you. You realize beside you can spend your time using your favorite's book, you can better than before. Do you agree with the opinion or you have various other opinion?

#### **Barry Upshaw:**

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

#### **Mitchell Boone:**

People live in this new time of lifestyle always try and and must have the spare time or they will get great deal of stress from both daily life and work. So , once we ask do people have extra time, we will say absolutely indeed. People is human not a robot. Then we consult again, what kind of activity do you have when the spare time coming to anyone of course your answer will probably unlimited right. Then do you try this one, reading books. It can be your alternative within spending your spare time, the actual book you have read is usually The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever.

#### **Lloyd Schuler:**

What is your hobby? Have you heard which question when you got pupils? We believe that that query was given by teacher for their students. Many kinds of hobby, All people has different hobby. And you also know

that little person similar to reading or as looking at become their hobby. You must know that reading is very important and also book as to be the matter. Book is important thing to increase you knowledge, except your own personal teacher or lecturer. You find good news or update concerning something by book. A substantial number of sorts of books that can you choose to adopt be your object. One of them is The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever.

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