

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

- Rank: #253899 in Books
- Brand: Dale Carnegie
- Published on: 2013-03-16
- Released on: 2013-03-16
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .80" w x 6.00" l, .75 pounds
- Binding: Paperback
- 304 pages

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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:**

#### **Brian Ramos:**

Do you among people who can't read satisfying if the sentence chained in the straightway, hold on guys this specific aren't like that. This The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever book is readable through you who hate the straight word style. You will find the facts here are arrange for enjoyable reading through experience without leaving also decrease the knowledge that want to supply to you. The writer regarding The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever content conveys thinking easily to understand by most people. The printed and e-book are not different in the content but it just different in the form of it. So , do you still thinking The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever is not loveable to be your top checklist reading book?

#### **Ila Robinette:**

Playing with family within a park, coming to see the water world or hanging out with close friends is thing that usually you may have done when you have spare time, subsequently why you don't try factor that really opposite from that. One activity that make you not sense tired but still relaxing, trilling like on roller coaster you are ride on and with addition details. Even you love The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever, it is possible to enjoy both. It is good combination right, you still want to miss it? What kind of hang-out type is it? Oh seriously its mind hangout folks. What? Still don't have it, oh come on its identified as reading friends.

#### **James Fong:**

Would you one of the book lovers? If so, do you ever feeling doubt when you find yourself in the book store? Make an effort to pick one book that you find out the inside because don't determine book by its protect may doesn't work the following is difficult job because you are frightened that the inside maybe not seeing that fantastic as in the outside look likes. Maybe you answer is usually The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever why because the great cover that make you consider concerning the content will not disappoint you. The inside or content is fantastic as the outside or perhaps cover. Your reading sixth sense will directly assist you to pick up this book.

**Troy Kemp:**

In this era which is the greater man or who has ability to do something more are more precious than other. Do you want to become considered one of it? It is just simple way to have that. What you are related is just spending your time very little but quite enough to get a look at some books. Among the books in the top checklist in your reading list will be The Sales Advantage: How to Get It, Keep It, and Sell More Than Ever. This book that is certainly qualified as The Hungry Inclines can get you closer in becoming precious person. By looking up and review this book you can get many advantages.

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