



DALE CARNEGIE®
TRAINING

SESSION BY SESSION PROGRAM OUTLINE

THE SALES SUCCESS COURSE® • OVERVIEW

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| PRE-REQUISITE | None |
| COURSE OBJECTIVES | Develop a positive attitude to generate a predictable sales success Strengthen relationships by building credibility and customer loyalty remove risks and create solutions to gain buyer commitment Apply business social media strategies to stay in touch with customers Develop a motivating personal vision to achieve sales success |
| RESOURCES | Participant Manual <i>Little Red Book of Selling: 12.5 Principles of Sales Greatness</i> |
| LENGTH | Time Phased: 24 hours, 8 sessions, 3 Hours per session Immersion: 24 hours, three 8-hour days |
| CERTIFICATE OF COMPLETION | Time-phased: Attend and participate in at least 7 of 8 sessions Immersion: Attend and participate in at least 20 hours |

THE SALES SUCCESS COURSE® • MODULES

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| MODULE 1 | SALES SUCCESS ATTITUDE <hr/> <ul style="list-style-type: none">• Explain how a positive attitude can help lead to sales results• Interpret how great (or not) your attitude is today and your beliefs are today• Examine what’s blocking your attitude—and why—so you can grow a positive one• Identify actions to improve your attitude |
| MODULE 2 | PREPARE TO WALK IN THE PROSPECT’S SHOES <hr/> <ul style="list-style-type: none">• Practice preparing for sales success• Recognize the elements of sales success preparation• Identify different buyer characteristics• Examine how “giving value first” can help build the relationship |
| MODULE 3 | ATTRACT THEM LIKE A MAGNET <hr/> <ul style="list-style-type: none">• Identify the value you offer to attract prospects and customers• Uncover buying motives to attract sales success• Recognize the power of business social media to build a platform• Choose champions that can help attract others |
| MODULE 4 | CONNECT THROUGH NETWORKING AND INTERNETWORKING <hr/> <ul style="list-style-type: none">• Identify the best opportunities for networking• Examine how you can help ensure loyal customers return to buy• Recognize the best opportunities in your network to earn repeat business• Test how to have the prospect begin to like you, believe in you, have confidence in you, and trust you |
| MODULE 5 | ENGAGE THEM SO THEY WANT TO BUY <hr/> <ul style="list-style-type: none">• Examine how being friendly can help relationships• Create questions that create an atmosphere where customers want to buy• Employ strategies so that buyers want to talk about their interests• Practice active listening that can lead to buying signals |
| MODULE 6 | PRESENTATION RULES <hr/> <ul style="list-style-type: none">• Display confidence to set the tone for sales success• Apply unique solutions that will attract each buyer• Formulate solutions that appeal to buyer’s logic and emotions• Differentiate yourself from the competition with creativity |

THE SALES SUCCESS COURSE® • MODULES

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| MODULE 7 | REMOVE RISKS FROM THE BUYING EQUATION <hr/> <ul style="list-style-type: none">• Demonstrate how to remove barriers and risks so the customer will move forward with confidence• Identify six most common objections in order to respond to them• Examine how testimonials (or third-party authentications) can be an objection prevention secret weapon• Document how to anticipate objections in order to prevent them |
| MODULE 8 | APPEAL TO MOTIVES AND GAIN COMMITMENT <hr/> <ul style="list-style-type: none">• Evaluate the buyers' signals to move the sale forward (or not)• Discover how to engage the prospect's emotions in order to further the buying process• Recall that your responsibility is to earn the commitment• Test your negotiating skills to rethink negotiation |
| MODULE 9 | DELIVER AFTER THE SALE <hr/> <ul style="list-style-type: none">• Describe how the consultant's role in the process continues after the sale• Demonstrate how to consultant's lead in delivery can help earn loyalty• Illustrate what to do when delivery mistakes happen• Identify a formula for effective recovery |
| MODULE 10 | STAY IN TOUCH <hr/> <ul style="list-style-type: none">• Recognize that staying in touch is an investment of time that keeps you at the forefront of the customer's mind• Apply business social media strategies to stay in touch• Leverage customer relationship management systems as stay in touch tools• Devise territory management strategies to stay in touch |
| MODULE 11 | FOLLOW-THROUGH AND SERVE <hr/> <ul style="list-style-type: none">• Examine how to follow-up with exceptional service to create customer loyalty• Create five approaches to follow through with exceptional value to earn repeat business• Recognize that word-of-mouth reaches future prospects and builds your reputation• Develop a follow-up strategy to keep you on pace for more sales |
| MODULE 12 | S.O.A.R. TO SUCCESS <hr/> <ul style="list-style-type: none">• Establish meaningful goals to ensure higher levels of sales success• Learn how to deliver sustainable results• Develop a motivating personal vision• Write a document that defines performance expectations |