Dale Carnegie® Sales Training: Winning with Relationship Selling
Today’s most effective sales professionals are forging essential relationships with their clients to ensure long-term, positive results.

Smoke and mirrors are a thing of the past. Clients are armed with facts. They’ve explored your website. They know pricing, they have read your company’s reviews and they are prepared. So where does the salesperson fit in?

It’s simple. High-performing sales professionals are doing something the Internet cannot do. They are building relationships. They are passionate and committed to the success of their client. They understand that enduring relationships are the key to positive outcomes for all. And true relationships build loyalty and referrals, resulting in a lucrative pipeline and ultimately catapulting sales professionals over their quotas and goals.

Join us for Winning with Relationship Selling. Learn why Dale Carnegie is the global leader in building long lasting and meaningful relationships.

What We Will Cover
• Maximizing sales by building client relationships
• Creating beneficial connections that expand your network
• How collaboration leads to commitment
• How relationships create loyalty for you and value for your clients
• Communicating your value with confidence and ease
• Effectively managing hesitation by building confidence and belief in your abilities

“The unique value of working with Carnegie is the level of customization that goes into the training. That’s been very effective in terms of how personalized the learning experience is.”

– Brad Houge, Project Manager
Learn How To

• Establish goals for personal and professional success.
• Build a dynamic and confident sales attitude
• Identify the best prospecting methods to maintain an unlimited pipeline.
• Form essential relationships to increase customer lifetime value.
• Develop active listening skills to identify opportunities and minimize challenges.
• Establish credibility and communicate your value.
• Use social media to expand your networking influence.
• Develop crucial questions to reveal customer needs.
• Create interest by describing an individual and customer-centric solution.

Who Should Attend

All sales professionals who want to achieve higher results through stronger relationships

Format

Winning with Relationship Selling is offered in blended, in-person and live online formats. Please check your local office or visit us on the web at dalecarnegie.com for a complete listing. The most popular formats are once per week for 8 weeks, or 3 consecutive days with online training used to support the in-person experience.

Dale Carnegie Sales Training: Winning With Relationship Selling

For the most up-to-date listing of class schedules, and more information, please visit us online at: dalecarnegie.com
Performance Change Pathway™
The Dale Carnegie Design and Delivery Framework

The Dale Carnegie experience engages learners from the initial contact through follow-up and support to reinforce key behaviors. Our methodology supports the development of skills and habits needed to sustain performance change. We believe that the emotional shift is as important as the behavior shift. That’s why our Performance Change Pathway™ shows our deliberate approach to create training programs that drive improved performance.

Dale Carnegie’s Performance Change Pathway™ encompasses five key components: Input, Awareness, Experience, Sustainment and Output. We know that these components are essential to the design and delivery of our programs. They formulate a continuous learning path for participants to drive organizational results.

The Bottom Line …
Dale Carnegie Sales Training: Winning with Relationship Selling Delivers Results

**Automotive**
- Audi
- Ford Motor Company
- General Motors Acceptance Corp.
- Mercedes-Benz
- Porsche AG
- Toyota
- Toyota Astra Motor

**Communication & Information Systems**
- ABC Cable Networks Group
- Alcatel Indonesia
- Aspect Communications
- AT&T
- Cox Communications
- Standard & Poor’s
- Telmex
- Verizon

**Energy Services**
- Alstom
- BP Chemicals
- Chevron Energy Solutions
- ExxonMobil
- Kuwait Oil Company
- Philippine Shell Petroleum

**Financial & Insurance Services**
- ABN AMRO Bank
- AEGON Insurance Co.
- Al Razi Bank
- AutoOne Insurance
- Axa Insurance
- Ahold USA
- Allstate Insurance Company
- Banque de Mexico
- Bank of America
- Bank Central Asia
- Bank of Tokyo-Mitsubishi UFJ
- Cigna Health Insurance
- Citigroup
- Commercial Bank of Kuwait (CBK)
- Deloitte LLP
- Empire BlueCross BlueShield Equitas
- Farmers Insurance Group
- JPMorgan Chase
- Merrill Lynch
- Municipal Credit Union
- NavyArmy Community Credit Union
- Nordea Bank Sverige
- Progressive Corporation
- Sovereign Bank
- State Bank of India

**Food & Beverage**
- Anheuser-Busch
- Campbell Soup Company
- Cargill
- Coca-Cola Enterprises
- Coors Brewing Company
- Frito-Lay
- Hormel Foods
- Intermex
- Nestle Purina Pet
- Pepperidge Farm, Inc.
- Sara Lee Corporation
- Stantec Division of Dole Philippines
- Unilever

**Healthcare & Pharmaceuticals**
- AstraZeneca
- Sanofi-Aventis U.S. LLC
- BAYADA Nurses
- Boulder Community Hospital
- Bristol-Myers Squibb
- Daikin Air Conditioning U.S.A.
- Evans Vaccines Ltd
- GlassSouthLife
- IDEXX
- Jacob Healthcare
- Johnson & Johnson

**Hospitality**
- Argosy Casino Hotel & Spa
- Drexel Tours & Travel
- Four Seasons Hotel Las Vegas
- Hampton Inn & Suites
- InterContinental Buenos Aires
- The Kahala Hotel and Resort
- Radisson Hotels

**Manufacturing & Shipping**
- Audi
- Alcan Packaging
- Bakers Concrete Construction
- Caterpillar, Inc.
- Delami Garment Industries
- DuPont Indonesia
- Hitachi Metals America, Ltd.
- Hong Kong Oxygen & Acetylene Co. Ltd.
- Hunter Douglas
- Ingeniería Ganterómica
- International Trucks
- JanPak

**Retail**
- Ace Hardware
- Best Buy
- Costco Wholesale
- Domino’s Pizza
- Dunkin’ Donuts
- Enterprise Rent-A-Car
- The Home Depot
- McDonald’s Corporation
- Radco Food Stores
- Staples
- Target Corporation
- T.J. Maxx
- Walmart
- Wawa

**Service Companies**
- 1-800-Flowers.com
- ADT Security Services
- American Dental Service
- American Heart Association
- American Red Cross
- ARAMARK
- BBC Worldwide
- Chicago Bulls
- Cinépolis México
- Finning International, Inc. (Canada)
- Hagap-Lloyd
- HDR Inc
- Manpower
- Manchester City Football Club
- March of Dimes
- Northrop Grumman
- NYC Transit
- Reed & Mackay Travel Ltd
- Thomson Learning Iberoamerica
- United States Postal Service
- United Water
- United Way Worldwide
- US Coast Guard
- US Navy
- UNICEF
- United States Postal Service
- United Water
- United Way Worldwide
- US Coast Guard
- US Navy
- UNICEF

**Technology**
- Apple
- Binatone Global
- Ciudad Internet
- IBM
- Intel
- Microsoft
- Oracle
- VoxCom
- WebMD

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