

A black and white portrait of a woman with long, straight hair, smiling warmly at the camera. The image is the background for the top two-thirds of the page.

**Dale Carnegie® Sales Training:
Winning with Relationship Selling**

**Dale
Carnegie®**

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.

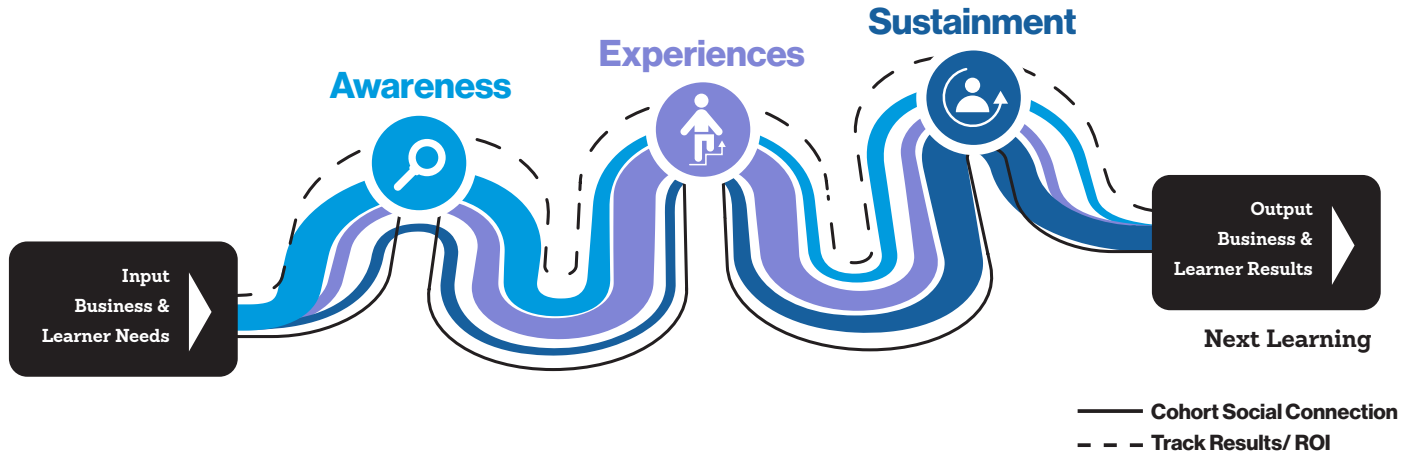
Dale Carnegie Sales Training: Winning With Relationship Selling

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 Astra Motor

Communication & Information Systems

ABC Cable Networks Group
Alcatel Indonesia
Aspect Communications
AT&T
Comcast
Cox Communications
Standard & Poor's
Telmex
Verizon

Energy Services

Alstom
BP Chemicals
Chevron Energy Solutions
ExxonMobil
Kuwait Oil Company
Pilipinas Shell Petroleum

Financial & Insurance Services

ABN AMRO Bank
AEGON Insurance Co.
Al Rajhi Bank
AutoOne Insurance
Axa Insurance
Ahold USA

Allstate Insurance Company
Banco de México
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
Interbrew
Nestle Purina AB
Pepperidge Farm, Inc.
Sara Lee Corporation
Stanfilco Division of Dole Philippines
Unilever

Healthcare & Pharmaceuticals

AstraZeneca
Sanofi-Aventis U.S. LLC
BAYADA Nurses
Boulder Community Hospital
Bristol-Myers Squibb
Dankos Laboratories Tbk
Evans Vaccines Ltd
GlaxoSmithKline
IDEXX
Jacob Healthcare
Johnson & Johnson

Hospitality

Argosy Casino Hotel & Spa
Dwidaya Tour & Travel
Four Seasons Hotel Las Vegas
Hampton Inn & Suites
InterContinental Buenos Aires
The Kahala Hotel and Resort
Radisson Hotels

Manufacturing & Shipping

Adidas
Alcan Packaging
Baker Concrete Construction
Caterpillar, Inc.
Delami Garment Industries
DuPont Indonesia
Hitachi Metals America, Ltd.
Hong Kong Oxygen & Acetylene Co. Ltd
Hunter Douglas
Ingeniería Gastronómica
International Trucks
JanPak

John Deere
Lear Corporation
Liz Claiborne
Mitsui O.S.K. Lines, Ltd.
Philip Morris International
Sappi UK
Securitas
Star Shipping Argentina S.A.
Synthes
Tetra Pak PT
Thomas & Betts
Tirtha RIA
USA Screen Printing
3M Company

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
Cinecolor Argentina
Finning International, Inc. (Canada)
Hapag-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

Technology

Apple
Binatone Global
Ciudad Internet
IBM
Intel
Microsoft
Oracle
VoxCom
WebMD