

# Sales Advantage® Program

## Information Sheet

Pos \_\_\_\_\_ HL \_\_\_\_\_

F \_\_\_\_\_ Ch \_\_\_\_\_ Ag \_\_\_\_\_ Ed \_\_\_\_\_

Resp \_\_\_\_\_ Chalg \_\_\_\_\_

TC \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_

I. Before an application for enrollment in a Dale Carnegie Sales Advantage program is made, and before the enrollment is accepted, there must exist in the mind of the applicant:

1. **A clear-cut purpose for taking the course.**
2. **An understanding of what the course can and cannot do.**
3. **How and why it works.**
4. **What is required of the applicant.**

II. Below are listed some of the benefits of the Dale Carnegie Sales Advantage®. Although all of these are included in the course, please check the three that would be most helpful to you right now.

- 1. **Building Repeat Business** - Winning continued commitment, following up with current customers to gain loyalty as well as referrals.
- 2. **Increasing Closing Ratios** – Being more persuasive in selling, more effective in resolving objections and more thorough in service and follow up.
- 3. **Communicate More Effectively** – Get your ideas across quickly and accurately. Be clear and concise. Be a better listener.
- 4. **Effective New Account Strategies** – Gain rapport with prospects, follow an effective questioning process and research companies effectively
- 5. **Improved Telephone Skills** – Contact decision makers and set more appointments with greater confidence.
- 6. **Networking/Prospecting** – Build a personal referral network. Determine the right buying channels and identify the people who have influence on the decision making process.
- 7. **Resolving Objections** – Seek out hidden objections, use cushions to resolve them, and achieve that commitment.
- 8. **Time Management** – Organize and use your time most effectively to reach more customers and increase profit ratios.
- 9. **Other:** \_\_\_\_\_

The three most important areas to me at this time in order of importance are:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_

III. By gaining the benefits chosen above, you will be able to: (*check the one objective listed below that is most important to you now.*)

\_\_\_\_\_ Gaining customer loyalty

\_\_\_\_\_ Expand customer database

\_\_\_\_\_ Increasing personal profit

\_\_\_\_\_ Other \_\_\_\_\_

\_\_\_\_\_ Lessen Stress

\_\_\_\_\_

IV. If you were able to accomplish the above, what would this mean to you personally?

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