

Dale Carnegie Training® Relationship Process



Star performers view sales as a dynamic relationship-building process—not simply a one-time transaction. Here are the first steps in the process of transforming new prospects into profitable long-term customers:

- Analyze the marketplace to target clients who will benefit from your product or service.
- Research your prospects' needs, then align your benefit statement with these requirements.
- Create effective "why meet" statements to win appointments with decision-makers.

Are you targeting your best prospects?



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Top sales professionals use initial meetings to ask the right questions and listen proactively. Open-ended dialogue reveals your prospects' goals, strategies and expectations—information you need to diagnose and solve their problems. Some questions for gathering this critical information include:

- What are your biggest challenges?
- What results do you want?
- What criteria do you base your buying decisions on?

Do your questions uncover your buyer's priorities?



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Buyers in today's market can purchase similar products at similar prices from many suppliers. What gives you the value-added edge is how you analyze, apply and present the information you gather at exploratory meetings.

Here are ideas for making your presentation stronger:

- Reinforce your product knowledge with persuasive data, statistics, even case studies.
- Boost your position with compelling benefit statements.
- Show how the service, support and training you offer turn your product into a solution that exceeds expectations.

Can you sharpen your sales presentations?



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Partnering with your customers throughout the sales process helps you assess their needs, then pinpoint the most beneficial product features. Use these strategies to sustain a positive environment as you and your customer reach agreement on all conditions of the sale:

- View buyer resistance as a series of questions you must answer persuasively.
- Build customer confidence in your product's ability to solve business problems.
- Use facts and statistics to motivate—not manipulate—your customers to buy.

Do you discover your buyer's dominant buying motives?



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Increased repeat business. More referrals. Greater sales opportunities. These are the advantages of strong customer relationships. Best practices for building long-term business relationships include:

- Stay in contact with your buyers to ensure products are performing as expected.
- Turn your internal team into a strategic support system.
- Be a valued-added resource for your clients.
- Identify upgrades and related products that will give your customers new benefits.

[Are you ready to accelerate your sales career?](#)

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