



**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](http://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.

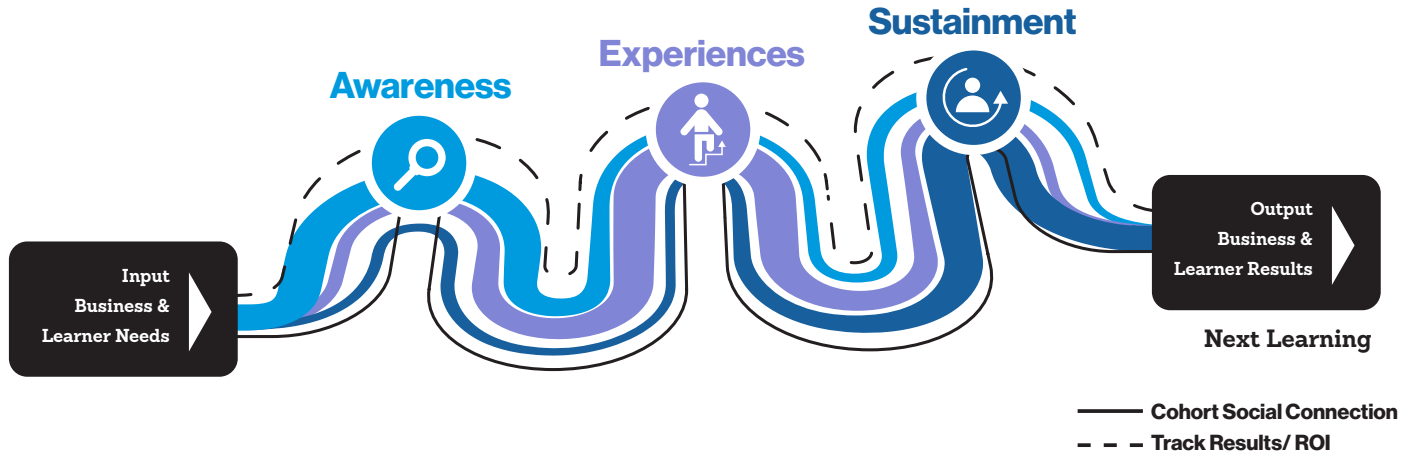
## **Dale Carnegie Sales Training: Winning With Relationship Selling**

For the most up-to-date listing of class schedules, and more information, please visit us online at: [dalecarnegie.com](http://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  
Fining 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