



HIGH IMPACT SALES CERTIFICATE

“In two months, I had a whopping 55.1% increase in my sales.”

In today's complex sales environment, gimmicks and tactics are obsolete: customers are just too savvy. Armed with pricing and reviews from the internet and recommendations from colleagues and friends, they have completed 70% of the buying process without engaging a sales person. Today, more than ever, it's critical to make each and every conversation with a prospect count!

Product knowledge alone won't help you succeed in a sales career. Dale Carnegie's **High Impact Sales Certification** develops important aspects needed by a sales person to stand out as a resource and partner in today's complex selling environment. This three-course program is focused on transforming you into a person that people want to do business with giving you a repeatable sales process along with how you present yourself and how you relate to the customer. The **High Impact Sales Certification** is intended to address those crucial soft skills to have a successful sales career.

Align your learning initiatives with your career to thrive in sales. The **High Impact Sales Certification** empowers you to take a proactive approach to your success. This type of proactive development also increases your personal value proposition in today's competitive job market.

- The Dale Carnegie **Skills for Success** course focuses on building self-confidence, strengthening people skills so that people want to do business with you, enhancing communications skills, developing leadership skills, improving attitudes and managing stress.
- The Dale Carnegie **Sales Training** course focuses on building self-confidence to earn trusted partnerships with your clients, effectively communicate value from the buyer's perspective, accelerate the buying process through relationship selling, create a loyal client base by building customer relationships based on credibility and results, and produce predictable sales results with an attitude that engages customers.
- The Dale Carnegie **High Impact Presentations** course focuses on creating a positive image, delivering presentations that sell ideas, motivate prospects to action and communicating with inspiration and impact.



Certificate Investment: \$5,985

*Normal Certification Investment \$6,285
Only available through Dale Carnegie of Orange County*

Dale Carnegie of Orange County

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“I took three courses: High Impact Presentations, Sales Advantage, and Skills for Success. After taking these courses my confidence level shot through the roof. As a naturally timid person I was able to express myself in ways I couldn't have. In two months, I had a whopping 55.1% increase in my sales. It was a feat I never knew I could achieve and it was the highest sales number I recorded in my career. In the month of June I was able to repeat the same performance.”

- Robert Lee