

Welcome to the
Red Book Solutions

Execution to the Power of **3**

Webinar Series

Commonly Asked Questions

1. Is this web seminar recorded and available at a later time?

Yes

2. Will there be someone I can talk to after the event?

Yes

Dale Carnegie Training[®]



**Generate
Customer
Interest**

Generate Interest

Objectives

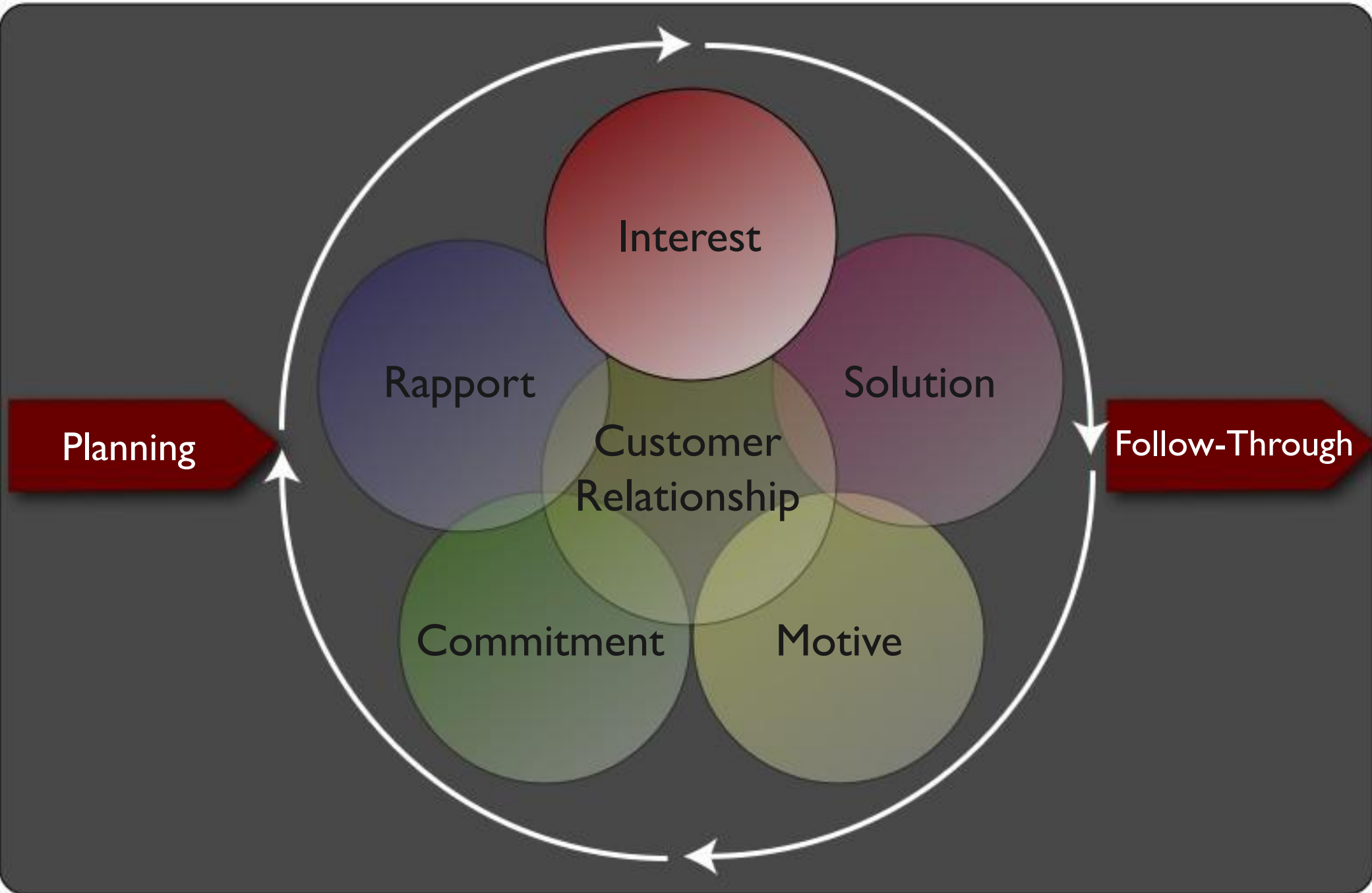
- Uncover and appeal to buyer interests
- Create power questions
- Widen the buyer expectation gap



“Well, we have been together for five minutes and I can already tell that you know nothing about me, my company, my products, my issues, or my market. What was it you were trying to sell me again?”

— Anonymous Buyer

Sales Model

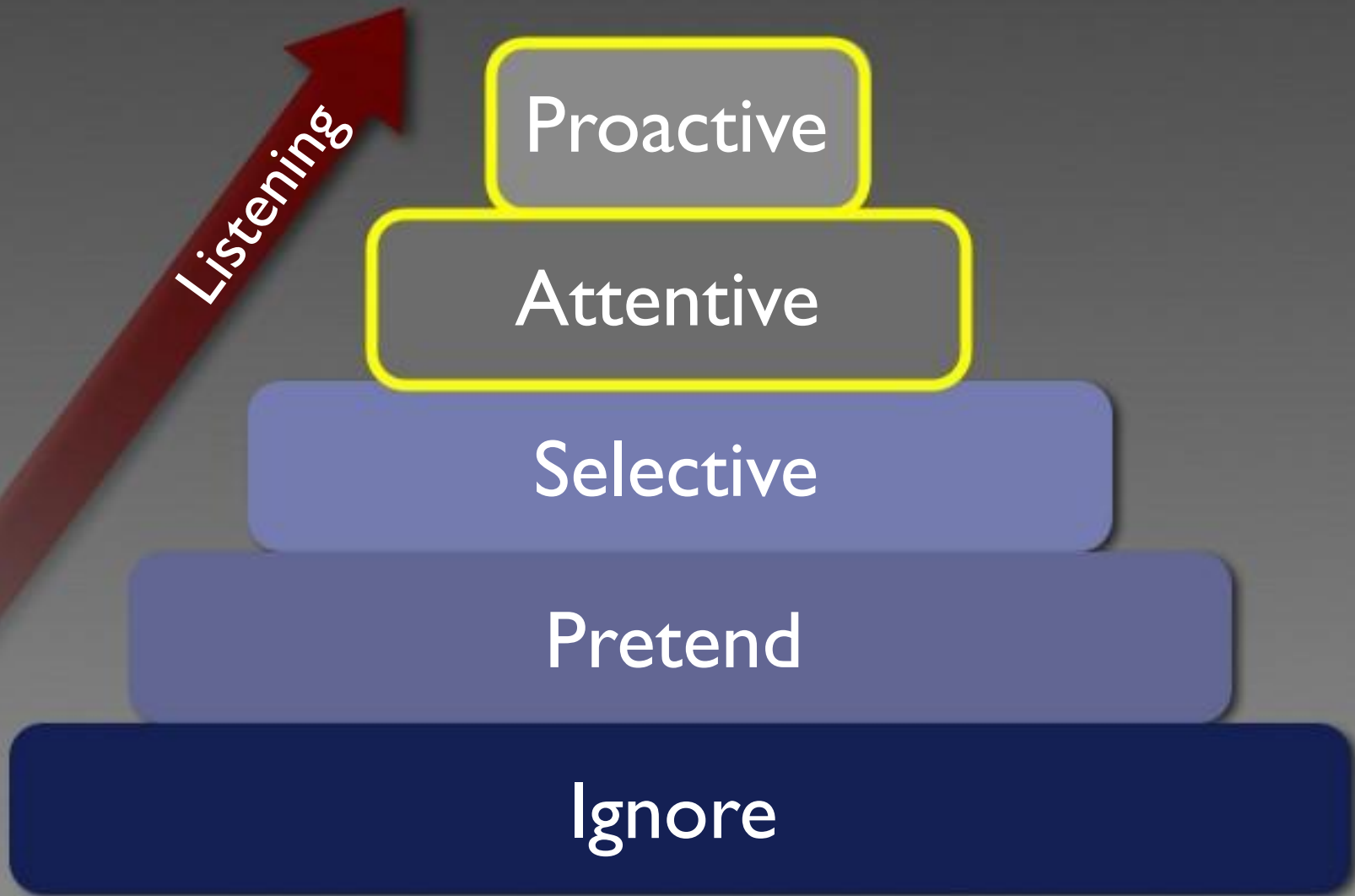


Interest Rule

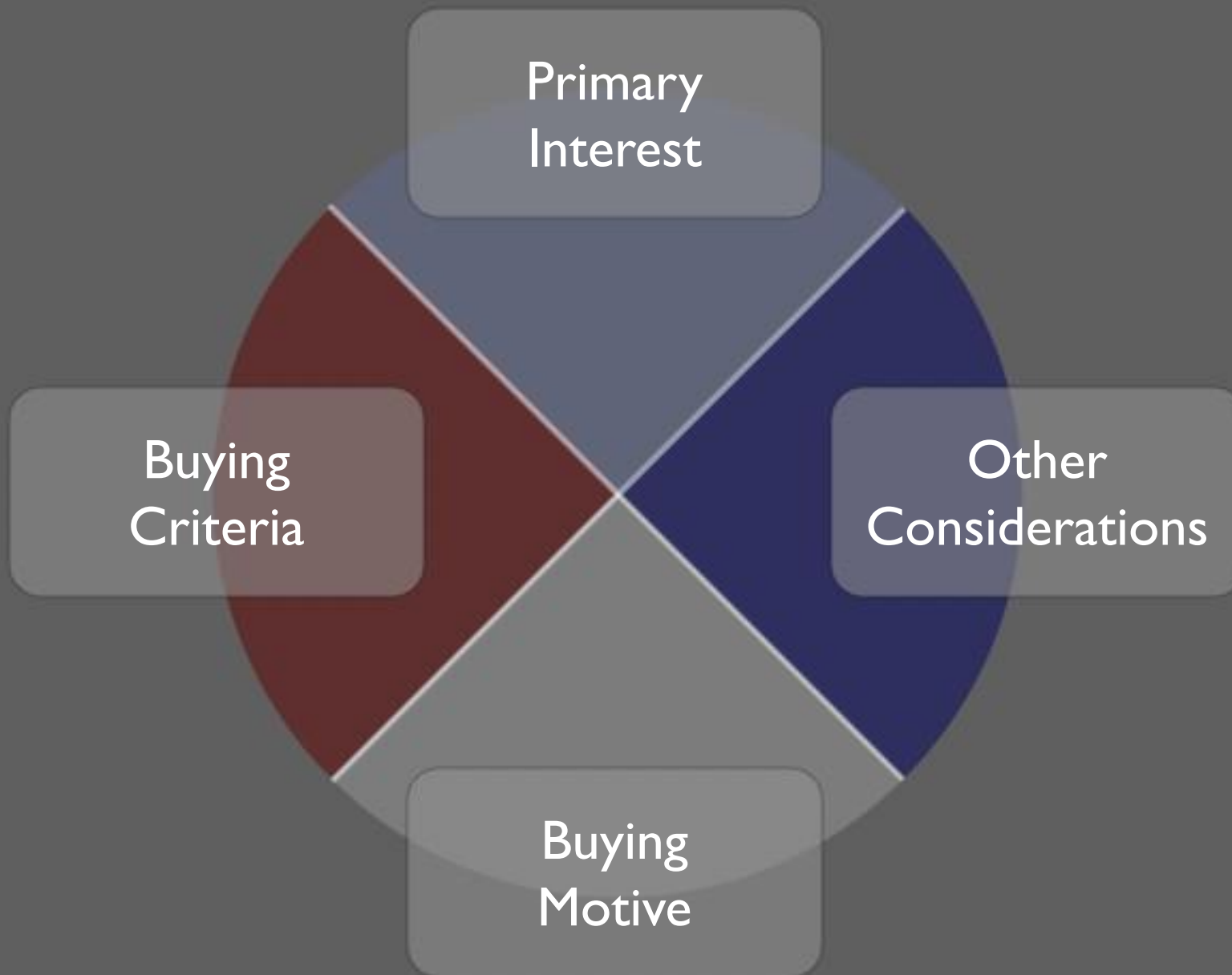


Generate interest by finding out what your solutions will do to benefit or service your prospects.

Listening Levels



Interest Areas



Questioning Model

As Is

Should Be

Barriers

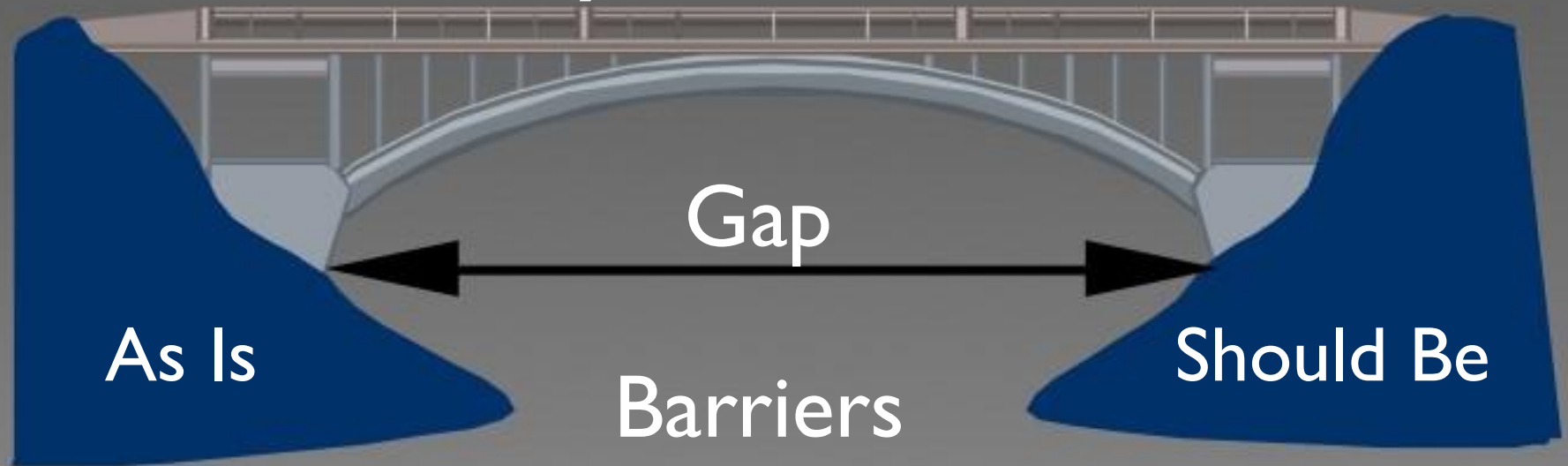
Payout

Implications

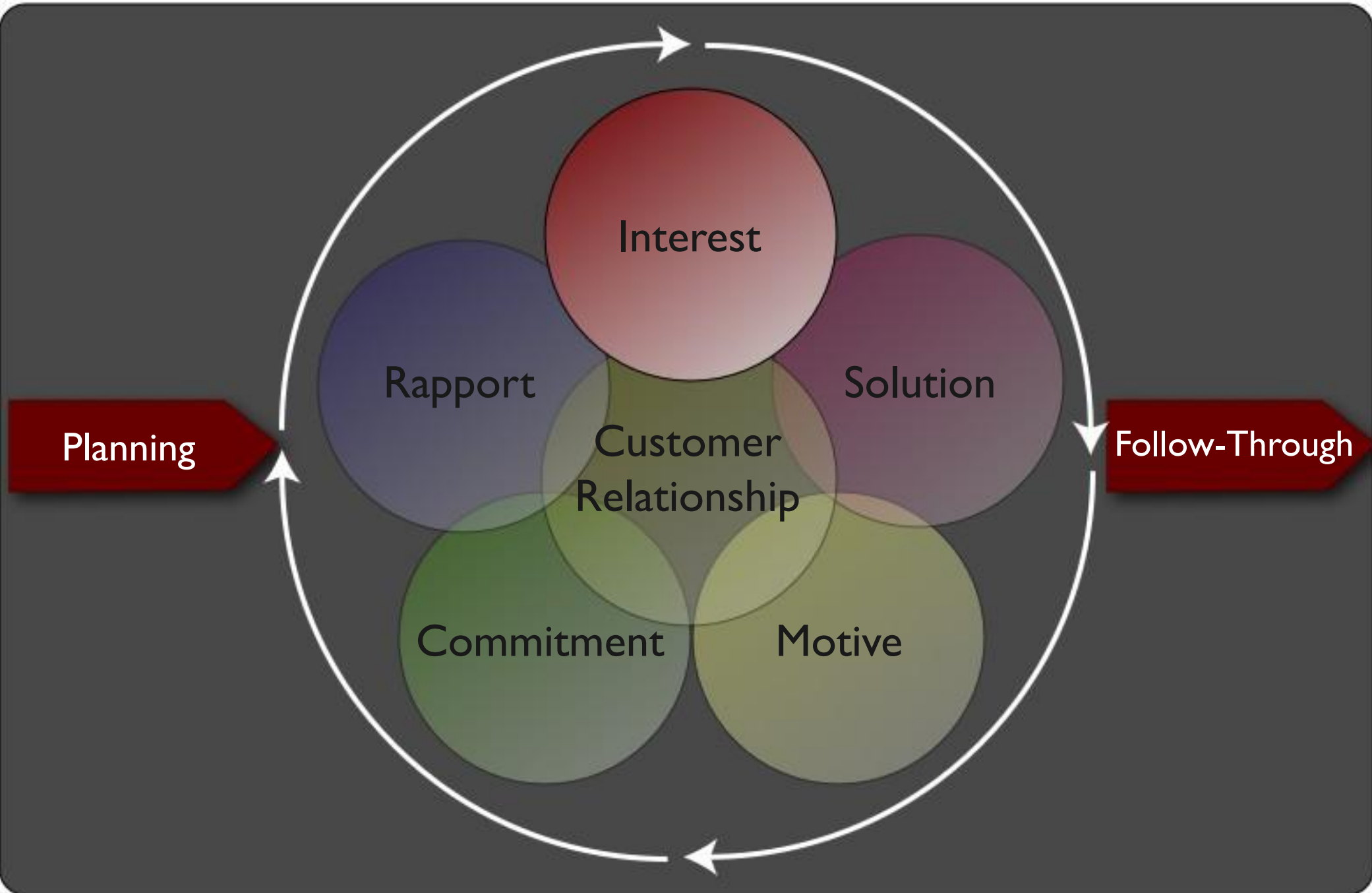


Buyer's Gap

My Solution



Sales Model



Dale Carnegie Training[®]



Alex Zaborenko
Managing Partner
Dale Carnegie Training of
Colorado & Southern WY
www.dalecarnegiecolorado.com
alex@dalecarnegie.com
303-964-8688

~Quick survey post webinar~

To replay this webcast:
www.redbooksolutions.biz/webinars

Questions for Red Book Solutions:
Maureen@DynamicLearningInc.com

Join us for our next webinar
Keepers and Leavers: Engage, Motivate and Retain
September 16, 2009
Nikki Novotney
Strategic Programs Inc.