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## Dale Carnegie On Sales

Here are a few valuable quotes from Dale Carnegie's *How to Win Friends and Influence People* related to sales:

"You can make more friends in two months by becoming genuinely interested in other people than you can in two years by trying to get other people interested in you?"

"I never forgot that to be genuinely interested in other people is a most important quality for a salesperson to possess."

"A show of interest, as with every other principle of human relations, must be sincere. It must pay off not only for the person showing the interest, but for the person receiving the attention. It is a two-way street – both parties benefit."

"Actions speak louder than words, and a smile says 'I like you. You make me happy. I am glad to see you.'"