



**Delivering
Your Offer**

**NEW HIRE
TRAINING**



**UNLOCKING
YOUR
POTENTIAL**

A gray rectangular panel containing the text "NEW HIRE TRAINING" at the top, a white keyhole icon in the center, and the text "UNLOCKING YOUR POTENTIAL" at the bottom.

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www.fifthp.com

Introduction

Welcome to Unlocking Your Potential: Delivering Your Offer

The booklet is divided into chapters that present the information in manageable chunks. You will find the estimated time required to complete all of the learning and the related practice exercises following the Learning Objectives in this booklet.

Each section includes questions and exercises that are designed to provide you with feedback so you can track your progress. In addition, each section ends with a Self-Check comprising a number of questions. The correct responses to these questions can be found following the Self-Check. We suggest that you do not look ahead to the answers before completing the questions: you will learn much more by trying to figure them out yourself!

At the end of the booklet there is a quiz to gauge your mastery of the content. If you have difficulty answering the questions, feel free to review the contents of each section.

Take your time; you can complete this booklet at your own pace. We know that, with careful review and practice, you will master the contents.

Good luck!

Icons



Learning Objectives

Identifies the learning outcomes for this booklet.



Self-Check

Indicates a Self-Check (chapter) quiz.



Quiz

Indicates a quiz reviewing all material from the booklet.



Keys to Your Success

Indicates a recognized best practice from an American Express colleague



Practice Exercise

Indicates an exercise or an opportunity to practice.



Reflection

Indicates that you should take some time to reflect on key messages or themes that have been presented, and how you might apply the knowledge in a specific situation.



Online Tool

Indicates that an online resource is available for further information.



Learning Objectives

After completing this booklet and working in the field, you will be able to:

- Define making your offer
- Describe where making your offer fits into the Value Selling Model
- Explain the difference between making an offer and presenting everything
- Apply the consultative approach to selling
- State the differences between features and benefits
- Identify tactics for building and delivering a successful offer
- Describe how Hermann Brain Dominance Inventory can help you present an effective offer

Estimated Learning Time

You should be able to complete all of the learning and related practices in about 2 to 2.5 hours.