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Holden's Power Base Selling addresses a much-needed topic of advanced consultative sales: selling against the competition. Too often, sales books describe only two factors of a sale: your services and the customer's needs. This is false. There is a third factor: your competition.

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The NEW Power Base Selling. The original Power Base Selling explained how sellers gain political advantage within accounts by aligning with powerful customer individuals or "Foxes." Based on data from one of the most comprehensive sales surveys in the sales training industry, along with more than 50,000 deal reviews, The New Power Base Selling presents sales as a management science ...

Als Power Base Selling bezeichnet man eine Verkaufstechnik, die der Methode von Miller-Heimann ähnelt. Sie wurde maßgeblich von Jim Holden entwickelt und im gleichnamigen Buch beschrieben. Ziel ist es dabei, möglichst in das Machtzentrum (Power Base) des Kunden zu gelangen.

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Holden International helped pioneer new concepts in customer

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**Power Base Selling: Secrets of an Ivy League Street ... Sales Performance Development - Sales Training | Holden**

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In his books "Power Base Selling" and "The New Power Base Selling," Jim Holden presents a methodology he developed for increasing sales success. His methodology focuses on recognizing and taking advantage of the internal politics and influencers, the "power base," of the company to which you want to sell your product.

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Holden's Power Base® Compete Selling workshops provide professional sales people the tools and insight necessary to engage and defeat competitors at every level - individual sales opportunities, account management, and territory dominance.

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Jim Holden and Ryan Kubacki have nailed it with this edition of "The New Power Base Selling". Very quickly into the book, you will begin to notice that your current sales methodology, while may have a successful record in the past, is not enough to take you and your sellers into this new era of selling.

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"Holden's book is rich with wisdom and sage advice and should be required reading for any salesperson who wants to understand how to merge a sales strategy and a political strategy to win the hearts of their customers' Power Base."-Rodney D. Cotton, Vice President, Sales-United States, Baxter Healthcare, Renal Division. "Jim Holden's book is for serious salespeople and executives who are ...

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Cultivating a Selling Fox Community. As you move on in your career, we hope that you continue to value the relationships you've formed and experiences gained while working with Holden. Foxes recognize other Foxes and are masters of the art of relationship management. We want to help you realize the long-term value that Holden can offer you.

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