

What are you counting on to win against your key competitors?

Power Base® Compete Strategy enables sellers to develop insight into competitive must-win deals in a coachable and sustainable way, by making Compete Selling a management science that can be understood and replicated throughout an organization.

FOCUS	Audience	Advanced Sellers	Modality	Instructor-led classroom with option of Virtual Classroom follow up
	Output	Compete Strategy for a specific opportunity	Length	2 days
	Pre-Reqs	Power Base® Selling	Learning	Application to live deals + multimedia simulation and case study
	Companion Programs: Compete Sales Manager Coaching, Compete Account Strategy, Compete Territory Strategy		# Participants	Up to 20
			Pre-work	None

GOALS

To win in competitive selling situations, you need a clear answer to the question, “What are you counting on to win?” Holden International, the leader in competitive sales strategy, offers a program that helps sellers win competitive sales opportunities by creating and executing a working Compete Sales Strategy. By studying an actual live sales opportunity, you will move beyond the accumulation of raw data to develop insightful direction—basing your sales activities on the ability to derive relevant value from information, in order to position business improvement for your customer that is:

- 1) Differentiated from your competition, and
- 2) Supported by the customer’s Power Base

KEY OUTCOME

Participants emerge with a documented “Compete Strategy” to win identified opportunity with:

✓ Increased customer satisfaction and loyalty	✓ Shorter sales cycles and lower cost of sale
✓ Increase win rate	✓ Higher seller profit margin

