

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	Sales Managers	Modality	Instructor-led classroom with option of Virtual Classroom follow up
	Output	Ability to coach 2-hour Deal Coaching Session on must-win opportunities	Length	2 days
	Pre-Reqs	Power Base® Selling	Learning	Application to live deals + multimedia simulation and case study
	Companion Programs: Power Base® Compete, Compete Sales Manager Coaching, Compete Account Strategy, Compete Territory Strategy		# Participants	Up to 20
			Pre-work	Completed Account Landscape

GOALS	Holden International, the leader in competitive sales strategy, offers a program enabling sales managers to drive the sustainable use of Power Base® Selling, by teaching them how to conduct a strategic	Deal Coaching Session. Upon completion, managers are equipped to coach a Winning Sales Plan, and to solidify Power Base® Compete methods among their sellers.
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KEY OUTCOME	Managers emerge equipped to coach a “Winning Sales Plan” while establishing the “leading indicator” behavior expected of sellers to win competitive opportunities. Results include:		
	<ul style="list-style-type: none"> ✓ Increased forecast accuracy ✓ Increased win rate 	<ul style="list-style-type: none"> ✓ Sustainable adoption ✓ Higher seller margin 	<ul style="list-style-type: none"> ✓ Increased customer satisfaction and loyalty ✓ ID of “leading indicators”

