

What are you counting on to win important sales opportunities?

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	Sellers at any level	Modality	Instructor-led classroom with option of Virtual Classroom follow up
	Output	Enhanced Winning Sales Plan	Length	2 days
	Pre-Reqs	Power Base® Selling	Learning	Application to live deals + multimedia simulation and case study
	Companion Programs: Power Base® Compete Strategy, 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 programs designed to reinforce and enhance key principles learned in the Power Base® Selling program, which aims to enable sellers to win competitive sales opportunities through a full opportunity management methodology. Develop your ability to create and position value in a way that sets you apart from your competition, and is recognized by your customer's Power Base®.

KEY OUTCOME

Participants emerge with an enhanced ability to create a "Winning Sales Plan" aimed to deliver:

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

