

# Holden Power Base Selling

The New Power Base Selling Power Base Selling, Custom Edition Power Base Selling Power Base  
Selling World Class Selling The Selling Fox Power Base Life Selling--the Danielle Kennedy  
Way PC Electricity PC Magazine Marketing Channels The Age of Steel Iron and Machinery  
World Contemporary Perspectives in Consumer Research Hardware Power The Art and Science of  
Selling Modern Machinery Jim Holden Jim Holden Jim Holden Jim Holden Jim Holden John Lang  
Danielle Kennedy Bert Rosenbloom Richard John Lutz National Salesmen's Training Association  
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*Jim Holden Jim Holden Jim Holden Jim Holden Jim Holden John Lang Danielle Kennedy Bert  
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an updated and revised version of the business classic power base selling power base selling originally  
published in 1990 left readers with an understanding of and language for gaining political advantage  
within accounts now famous among sellers the concept of aligning with powerful customer individuals or  
foxes is taken to a new level the new power base selling offers an updated and more in depth edition of  
the original classic with an empirically based breakthrough to significantly increasing sales performance  
it explains how competitive selling is as much a matter of politics customer value and strategy as it is a  
management science based on data from one of the most comprehensive sales surveys in the sales

training industry along with over 50 000 deal reviews the new power base selling will help salespeople quickly outfox the competition impress customers with unexpected value and achieve new levels of professional success create demand as well as competitively service demand quickly leverage situational power bases to drive up win rates provide customers with value that advances their critical business initiatives effectively use linkedin facebook twitter and other social tools in a sales campaign increase customer satisfaction and competitive differentiation see measurable gains and exceed quota when you leverage customer politics value and competitive strategy

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 focused on winning it provides insights techniques and everyday tools to reach the highest possible level of success the book is most insightful and is a required reading and work tool for enterprise salespeople and executives grant evans vice president sales and marketing identicator technology the holden power base selling techniques have provided our sales teams with a common language from which to develop and plan strategies and tactics colin latham president and ceo mt t canada power base selling is essential the book is rich with lessons such as how to avoid being defeated by desperate end games and how to snatch various victories from the jaws of defeat the conclusion is a revealing self test holden s principles are more applicable today than ever glenn w coleman president south africa branch lockheed martin overseas services corporation

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insights techniques and everyday tools to reach the highest possible level of success the book is most insightful and is a required reading and work tool for enterprise salespeople and executives grant evans vice president sales and marketing identicator technology the holden power base selling techniques have provided our sales teams with a common language from which to develop and plan strategies and tactics colin latham president and ceo mt t canada power base selling is essential the book is rich with lessons such as how to avoid being defeated by desperate end games and how to snatch various victories from the jaws of defeat the conclusion is a revealing self test holden s principles are more applicable today than ever glenn w coleman president south africa branch lockheed martin overseas services corporation

praise for jim holden s world class selling world class selling is a must for any company executive and sales professional committed to achieving world class supremacy jim holden has surpassed himself george e harvey president business group at t canada the holden corporation and its value concept teachings are not new to the microsoft oem division for the past three years we have worked with them immersing ourselves in their value management methodology applying it to a variety of scenarios in our business with excellent results for us world class selling is another great extension of what we have been practicing for some time i m sure it will make us an even better organization to reckon with joachim kempin senior vice president oem division microsoft in world class selling jim holden adds another dimension to his teaching effectiveness the real life highs lows threats to and accomplishments of mary gagan establish the drama of what selling has become an outstanding book which addresses a very complicated subject in a very interesting and comprehensive way william y o connor chairman ceo and president gtech corporation the concepts put forth in world class selling created by linking critical sales and sales related areas of a business will drive any company s ability to change as market circumstances change holden corporation has been a strong passionate and value focused partner to alltel their proven processes are helping to link every employee everywhere in the company directly or indirectly to

providing value to our customers jeff fox president alltel information services using the methods jim holden spells out in world class selling we at origin were able to use one common language and professionalize our sales process and sales force resulting in an increased hit rate and lower sales cost peter overakker executive vice president origin international the netherlands

the selling fox ist der nachfolger zu dem sehr erfolgreichen titel power base selling vom gleichen autor der band bietet eine schritt für schritt anleitung wie man seine vertriebskonkurrenten erfolgreich aus dem feld schlägt und gibt tipps wie man absatzchancen einordnet wie man erkennt an welchen kunden man dranbleiben sollte wie man glaubwürdigkeit austrahlt und vieles andere mehr anhand einer fülle von fallbeispielen strategien und taktiken lernen sie hier wie sie ihre konkurrenz durch bessere ideen ausstechen übertrumpfen und schließlich ausmanövrieren the selling fox ist die unverzichtbare lektüre für jeden verkäufer autor jim holden ist gründer und president der holden corporation ein unternehmen im bereich wettbewerb und verkaufspolitik das das power base selling programm erfolgreich eingeführt hat zu holdens kundenstamm gehören u a at t unisys bell canada data general und eine reihe renommierter unternehmen in aller welt

according to multimillion dollar saleswoman and master sales trainer danielle kennedy selling is an art that can be developed by anyone here she serves up a wealth of solid gold advice on how to sell anything naturally without manipulation

marketing channels provides a management focus and managerial framework to its title subject theory research and practice are covered thoroughly and blended into a discussion that stresses decision making implications this new edition reflects recent global socio cultural and technological changes

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