

**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.

<b>FOCUS</b>	<b>Audience</b>	Sellers at any level	<b>Modality</b>	Instructor-led classroom with option of Virtual Classroom follow up
	<b>Output</b>	Winning Sales Plan for Specific Opportunity	<b>Length</b>	2 days
	<b>Pre-Reqs</b>	None; this is a foundation for more advanced Power Base® Compete Strategy	<b>Learning</b>	Application to live deals + multimedia simulation and case study
	<b>Companion Programs:</b> Power Base® Compete, Compete Sales Manager Coaching, Compete Account Strategy, Compete Territory Strategy		<b># Participants</b>	Up to 20
			<b>Pre-work</b>	Completed Account Landscape

**GOALS**

Holden International, the leader in competitive sales strategy, offers a program designed to enable sellers to win competitive sales opportunities through a full opportunity management methodology.

See how to create and position value in a way that sets you apart from your competition, and is recognized by the customer's Power Base®.

**KEY OUTCOME**

Participants emerge with documented "Winning Sales Plan" to win an identified opportunity with:

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

