



Ensure Your Personal B2B Sales and Career Success!



Power Base Selling Public Seminars

April 28-29, 2009 Hoffman Estates, IL
May 5-6, 2009 Costa Mesa, CA
May 12-13, 2009 Boston, MA
8:30 - 5:30 p.m.

Seats are limited. Contact Mike Johnson at info@holdenintl.com or (847) 852-2468 to reserve your space today.

Includes:

- Facilitation by Experienced Consultant
- Winning Sales Plan Template
- Proven Methodology
- 1 Year Subscription to Industry Leading efox Software

Investment:

- \$1,950 per person

Objectives

Learn to engage and defeat competition like a Selling Fox!

- Increase win rates
- Shorten sales cycles
- Increase personal productivity
- Enhance profitability
- Improve customer loyalty
- Build pipeline

Agenda

Step 1

Discovery

Locate Missing Information

Step 2

Establishing Value

Develop Messages of Value

Step 3

Competitive Strategy

Trap the Competition

Step 4

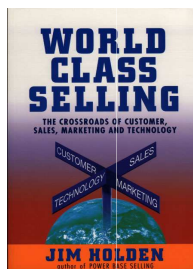
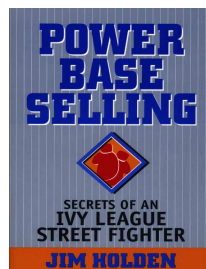
Political Strategy

Align with Influential Foxes

Sales Achievement Through Innovation

Holden International is the leading sales effectiveness consulting firm and the recognized pioneer and innovator of sales methodology. Since its founding in 1979, Holden has worked with over 550 companies and trained over 300,000 sales professionals in 25 countries. Now, back by popular demand, Holden brings its proven innovation and expertise to **YOU!**

Published Authority



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