

**What are you counting on to win against competitors in your territory?**

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>	Territory Managers	<b>Modality</b>	Instructor-led classroom with option of Virtual Classroom follow up
	<b>Output</b>	Two-page Strategy Plan	<b>Length</b>	2 days
	<b>Pre-Reqs</b>	Power Base® Selling	<b>Learning</b>	Application to live deals + multimedia simulation and case study
	<b>Companion Programs:</b> Power Base® Compete Strategy, Compete Sales Manager Coaching, Compete Account 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 equip sellers with a dynamic and ongoing territory management process. Upon completion, you will be equipped to accelerate the further penetration and development of key territories, prioritize your time to focus on high impact / low cost sales efforts, position value at the territory level so you can differentiate your offering and protect yourself from competitive threats, and lessen your dependence on circumstantial environmental factors to keep yourself in command of the sales relationship.

**KEY OUTCOME**

Participants emerge with a documented and insightful two-page Territory Plan designed to:

✓ <b>Grow territory revenue</b>	✓ <b>Lower cost of sale</b>	✓ <b>Increased customer satisfaction and loyalty</b>
✓ <b>Increase win rate</b>	✓ <b>Higher seller margin</b>	✓ <b>Improve forecast accuracy</b>

