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## **Holden launches online network for sales alumni**

*“Fox Den” provides sellers with networking, best practices to outsell competition*

**CHICAGO, Aug. 24, 2010** – Over 600,000 sales professionals are being called home—and a valuable reward awaits them when they get there.

Holden International, the sales training giant, has announced the official launch of an innovative new web headquarters for Holden’s 600,000 alumni worldwide. The site, named The Fox Den (FoxDen.holdenintl.com) in honor of the company’s famously strategic mascot, opened August 20.

“Holden International is proud to invite all our alumni and their guests to The Fox Den,” Holden president Ryan Kubacki said. “The Fox Den is an online gathering place, but it’s also much more. It’s a strategic portal that will help Holden alums keep up with the one constant in our industry—change.”

Toward that end, The Fox Den site is offering a wealth of information on the latest generation of Holden thinking: the new Power Base® “Compete” Selling methodology. These include an extensive library of white papers, podcasts, videos, and real-time discussion groups for alumni and Holden followers. “For advanced Compete sellers, The Fox Den will also feature Holden Case Study Challenges, similar to the famous Harvard Business School Cases written for product strategists,” said Matt Martin, Holden’s Senior Vice President of Consulting Services.

The Fox Den will continue to grow, with additional Holden-created educational material as well as submissions from alumni that showcase best practices and real-world examples of client wins. In addition, The Fox Den will offer live webcasts and invitation-only advisory groups, tackling industry-specific challenges in order to develop advanced tools that will ultimately benefit all Holden alumni.

- more -

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“One of the core tenets of Holden’s philosophy has always been to continually help sellers define and create purpose-driven activity across their sales strategies,” Holden president Kubacki said. “Yes, The Fox Den is a gathering place for our alumni to advance their Holden-based educations. But it’s also a sounding board that helps us continue to refine our own sales consulting by showing us—in real time—the challenges and difficulties our graduates face in this rapidly evolving, hyper-competitive marketplace.”

Holden International alumni and friends of Holden can register to participate in The Fox Den by visiting <http://www.HoldenIntl.com/News/Register.html>.

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