



## **PRESS RELEASE**

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### **Holden International Expands Influence In India**

Holden International, the pioneer and innovative leader in sales process improvement, today announced a significant expansion of influence in India by establishing operations there, designed to both help Indian companies compete globally and companies outside of India to capitalize on the growing Indian economy.

“India is one of the fastest growing economies in the world. Indian companies are looking to compliment IT and operations advantages by adding sales and customer relationship capabilities. At the same time, almost every large company in the world is looking to capitalize on India’s growth, whether it be by improving its own sales operations via call centers or selling to Indian customers. Holden International is uniquely positioned to help our clients accomplish both,” said Ryan Kubacki, President, Holden International.

Krish Nagarajan, an experienced senior executive, will head Holden’s Indian operations. Mr. Nagarajan has held senior sales executive roles at companies in and outside of India, including Majesco Software, SAP, Fujitsu, and HCL. His successful career coupled with his knowledge and insight into India’s business practices and sales culture has made him a huge asset to the Holden International team. Holden has already been retained by one of India’s largest telecommunications companies and will quickly expand to other growing business sectors.

“Indian companies are competing globally, specifically in the software solutions and services space,” said Krish Nagarajan, Consultant, Holden International. “Implementing a well thought-out sales strategy and a rigorous process will be keys to their success against more established global players.”

Throughout its twenty-eight year history, Holden International has worked extensively throughout Asia, including China, Japan and India. This is the first attempt at setting up permanent operations in India.

#### **About Holden International**

Founded in 1979, Holden International is the leading sales effectiveness consulting firm that provides innovative thinking to drive sales achievement for client organizations and sales professionals around the world. Recognized as the pioneer of the sales methodology industry with the introduction of Power Base® Selling, Holden has continued to innovate and today offers clients an integrated platform of consulting services, training, software, and executive search to make sales and customer relationship proficiency a sustainable competitive advantage. Holden has worked with over 550



enterprise and mid-market companies and 300,000 sales professionals in twenty-five countries to increase sales revenue and profit margins, improve customer loyalty, shorten sales cycles, and build pipeline.

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