



Power Base Selling: Secrets of an Ivy League Street Fighter

By Jim Holden

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"Holden's book is rich with wisdom and sage advice and should be required reading for any salesperson who wants to understand how to merge a sales strategy and a political strategy to win the hearts of their customers' Power Base."-Rodney D. Cotton, Vice President, Sales-United States, Baxter Healthcare, Renal Division.

"Jim Holden's book is for serious salespeople and executives who are focused on winning. It provides insights, techniques, and everyday tools to reach the highest possible level of success. The book is most insightful and is a required reading and work tool for enterprise salespeople and executives."-Grant Evans, Vice President, Sales and Marketing Identicator Technology.

"The Holden Power Base Selling techniques have provided our sales teams with a common language from which to develop and plan strategies and tactics."-Colin Latham, President and CEO, MT&T (Canada).

"Power Base Selling is essential. . . . The book is rich with lessons such as how to avoid being defeated by desperate 'end-games,' and how to 'snatch various victories from the jaws of defeat.' The conclusion is a revealing 'self-test.' . . . [Holden's] principles are more applicable today than ever."- Glenn W. Coleman, President, South Africa Branch, Lockheed Martin Overseas Services Corporation.

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Editorial Review

Review

"...this book opens your eyes to some of the nuances that can make the difference between winning and losing." (*Marketing Direct*, April 2006)

From the Publisher

Focuses on competitive selling: the range of skills that sales professionals need to reach their full potential. It offers practical, step-by-step advice that salespeople can take to prevent the competition from selling their products or services, revealing the components involved in gaining full control of a sales situation. Discusses a key step in this process--the politics of selling--showing how to establish the right relationships with people who are powerful enough to give the salesperson an edge. Will help those who are already good at selling become competitive salespeople capable of strengthening their position with the customer, while at the same time weakening the competition.

From the Inside Flap

The company you represent was first in the field and their product line is still the best. You've got a number of solid, long-standing accounts with whom you have terrific rapport, and your hot new customer is wild about your discount plan. You've done your job, and now you can just sit back and reap the rewards...right? Wrong! Because right now there's an ambitious upstart out there with designs on your territory. Someone who'll use every trick in the book to take what you've worked so hard to secure—a hardnosed streetfighter who's made it his or her job to cut you out of any future accounts you may be considering. A savvy sharpshooter for whom sales is definitely not the gentle art of persuasion. Destined to become the bible of the next generation salesforce, *Power Base Selling* shows you why, in today's ever-more competitive marketplace, persuading a customer to buy your product is only one part of the sales equation. It offers you revolutionary strategies guaranteed to help you outthink, outmaneuver, outclass, and outsell all competitors. Packed with cases, tactics and no-nonsense guidelines, *Power Base Selling* grooms you to take control of events, set the pace within accounts, and generally make life as hard as possible for the competition.

- Getting past the bureaucrats and straight to the "foxes," with whom the real power resides—meeting, forging, and cementing relationships with them
- Strategies for defeating the competition by taking advantage of their weaknesses and turning their strengths against them
- Anticipating your competitors' best moves and neutralizing their efforts
- Becoming the ultimate sales soldier of fortune, sharp, aggressive, sassy, classy

Power Base Selling is not another book on the art of persuasion—it is a sales workout that sharpens your eye, quickens your reflexes and prepares you to be a prize winner in today's street-smart sales arena.

Users Review

From reader reviews:

David Sweet:

The book *Power Base Selling: Secrets of an Ivy League Street Fighter* make you feel enjoy for your spare time. You can utilize to make your capable more increase. Book can for being your best friend when you

getting pressure or having big problem with the subject. If you can make examining a book Power Base Selling: Secrets of an Ivy League Street Fighter to be your habit, you can get much more advantages, like add your own capable, increase your knowledge about a few or all subjects. You are able to know everything if you like wide open and read a guide Power Base Selling: Secrets of an Ivy League Street Fighter. Kinds of book are several. It means that, science reserve or encyclopedia or other people. So , how do you think about this reserve?

Oliver Crites:

This Power Base Selling: Secrets of an Ivy League Street Fighter usually are reliable for you who want to be described as a successful person, why. The explanation of this Power Base Selling: Secrets of an Ivy League Street Fighter can be one of many great books you must have is usually giving you more than just simple studying food but feed an individual with information that perhaps will shock your before knowledge. This book is usually handy, you can bring it all over the place and whenever your conditions at e-book and printed kinds. Beside that this Power Base Selling: Secrets of an Ivy League Street Fighter giving you an enormous of experience like rich vocabulary, giving you trial of critical thinking that we understand it useful in your day task. So , let's have it and revel in reading.

Beth Murray:

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Nicholas Buchanan:

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