

The New Power Base Selling: Master The Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition

By Jim Holden, Ryan Kubacki



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The New Power Base Selling: Master The Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition By Jim Holden, Ryan Kubacki

An updated and revised version of the business classic *Power Base Selling*

Power Base Selling, originally published in 1990, left readers with an understanding of and language for gaining political advantage within accounts. Now famous among sellers, the concept of aligning with powerful customer individuals or "Foxes" is taken to a new level. *The New Power Base Selling* offers an updated and more in-depth edition of the original classic with an empirically based breakthrough to significantly increasing sales performance. It explains how competitive selling is as much a matter of politics, customer value, and strategy as it is a management science.

Based on data from one of the most comprehensive sales surveys in the sales training industry, along with over 50,000 deal reviews, *The New Power Base Selling* will help salespeople quickly outfox the competition, impress customers with unexpected value, and achieve new levels of professional success.

- Create Demand, as well as competitively Service Demand
- Quickly leverage "Situational Power Bases" to drive up win rates
- Provide customers with value that advances their critical business initiatives
- Effectively use LinkedIn, Facebook, Twitter, and other social tools in a sales campaign
- Increase customer satisfaction and competitive differentiation

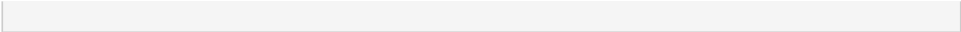
See measurable gains and exceed quota when you leverage customer politics, value, and competitive strategy.



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Editorial Review

From the Inside Flap

The original *Power Base Selling* explained how sellers gain political advantage within accounts by aligning with powerful customer individuals or "Foxes."

Based on data from one of the most comprehensive sales surveys in the sales training industry, along with more than 50,000 deal reviews, *The New Power Base Selling* presents sales as a management science, helping readers understand and replicate superior sales performance. It shows how high-performing sellers leverage three intangibles—politics, unexpected value, and strategy—to win business and maximize value for their customers and their own companies. You'll build critical insights, including how to:

- Professionally leverage customer politics with new and advanced concepts and techniques
- Create unexpected value for customers to build new demand
- Formulate Compete Strategy and implement it with tactical precision
- Effectively use LinkedIn, Facebook, Twitter, and other social media tools in a sales campaign
- Increase customer satisfaction and your competitive differentiation

Understanding sales as a management science will unlock your potential to win more business, while delighting customers with unexpected business and political value.

From the Back Cover

Praise for *The New Power Base Selling*

"*Power Base Selling* has been the most pragmatic and effective guide in my professional services career. Jim and Ryan's new concept of Unexpected Value is fundamental to differentiating your product and defending your margins." —Patrick Nicolet, CEO, Infrastructure Services, Member of the Group Executive Committee, Capgemini

"Holden and Kubacki have elevated sales to a scientific process that enables sellers to provide exceptional value to their customers. In my 31 years of selling, this is the first definitive work I've seen on how to leverage the intangibles of politics, value, and strategy to boost win rates. It's a master's program in sales." —Lou Ebling, Global Account Executive, Oracle

"*The New Power Base Selling* presents sales as a management science, analogous to the principles of military special operations and counter terrorism . . . Holden and Kubacki identify the doctrine and practices . . . for quickly achieving relative superiority and obtaining a decisive advantage in any competitive environment." —Kevin Nowak, Senior Advisor under contract to the US Department of Energy, Office of Security and Cyber Evaluations

"This is a book that I couldn't put down. I was spellbound by the the concepts of Political Advantage, Value Creation, and Compete Strategy." —Rosemarie Mitchell, Chief Executive Officer, ABS Associates, Inc.

"The visible and invisible sales tools in this book apply to any industry (including politics) and to any

individual facing a competitive battle. The book's insights guided my successful underdog campaign for US Congress in 2010 and continue to assist me in the competitive world of Washington, DC." —Joe Walsh, Congressman, 8th District of Illinois in the US House of Representatives

"This update to the original thinking of *Power Base Selling* should be required reading for every sales professional. It explains how to stay relevant in an increasingly competitive and complex selling environment." —Geoff Nyheim, VP, Cloud Services Sales, Microsoft

About the Author

Jim Holden is the CEO and founder of the sales consulting and training firm Holden International; a global leader in sustainable sales performance improvement. Through its ability to apply unconventional thinking that enables companies to defeat competitors and develop accounts, while providing their customers with unexpected value, Holden has improved the performance of over 700,000 salespeople in 35 countries since its founding in 1979. Mr. Holden's previous books include *Power Base Selling*, *World Class Selling*, and *The Selling Fox*.

Ryan Kubacki (MBA, Harvard) is President of Holden International and a recognized authority in making business development a sustainable competitive advantage. Prior to joining Holden, Mr. Kubacki was with Microsoft Corporation, where he held sales and marketing leadership roles in both the field and headquarters, including directing sales operations and field marketing for an 18-state region with a \$1.4 billion quota.

Users Review

From reader reviews:

Ethel Ellis:

Have you spare time for any day? What do you do when you have a lot more or little spare time? Yep, you can choose the suitable activity intended for spend your time. Any person spent their very own spare time to take a wander, shopping, or went to typically the Mall. How about open or maybe read a book allowed The New Power Base Selling: Master The Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition? Maybe it is for being best activity for you. You know beside you can spend your time together with your favorite's book, you can more intelligent than before. Do you agree with their opinion or you have various other opinion?

Angela Rodriguez:

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Paul Blum:

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John Carroll:

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