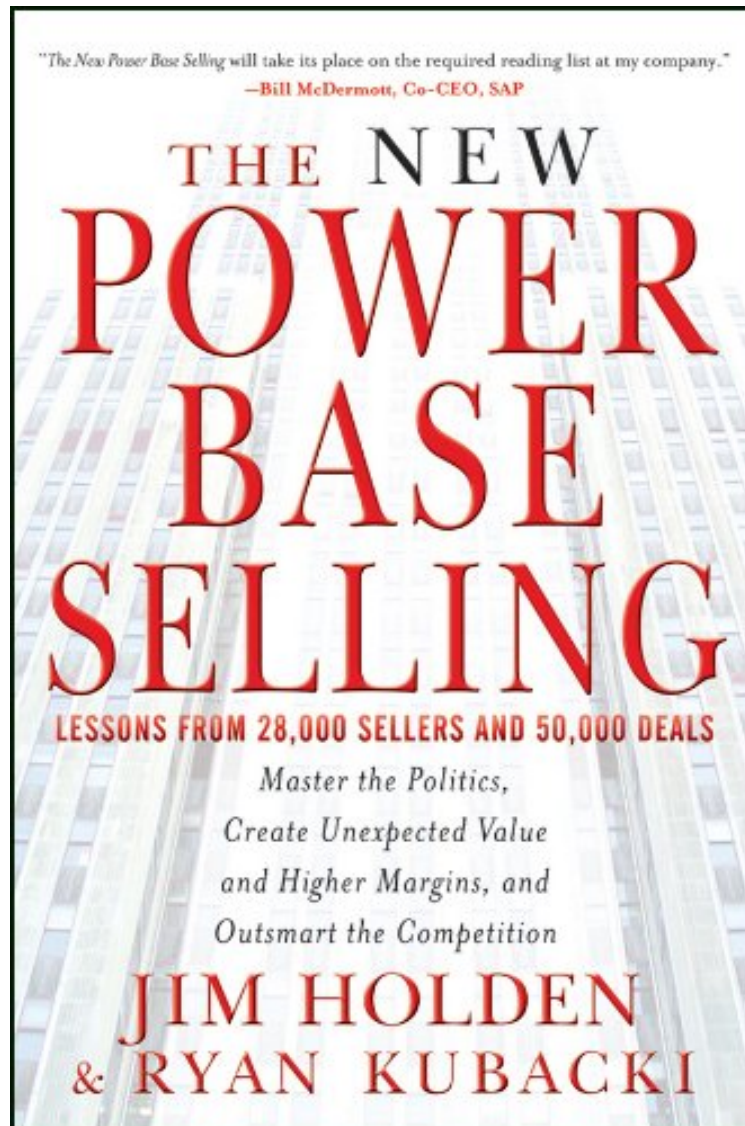


(Get free) The New Power Base Selling: Master The Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition

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

*Jim Holden, Ryan Kubacki*

*ebooks | Download PDF | \*ePub | DOC | audiobook*



[Download](#)

[Read Online](#)

#91926 in eBooks 2012-04-18 2012-04-18 File Name: B007OWRCJ4 | File size: 16.Mb

**Jim Holden, Ryan Kubacki : The New Power Base Selling: Master The Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Power Base Selling: Master The Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition:

0 of 0 people found the following review helpful. Excellent PowerfulBy The DukeAn insightful update on the first book, although I still refer to the original for some good advice left out of this new version. I guess the new version takes it from Sales 201 to Sales 303. Only negative is that it seems to run out of steam towards the end and I would have preferred if they had left the thirteen or so qualification criteria in the new version (or maybe I missed it). Like the original, it'll require some rereading; in particular around the the concept of Unexpected Value. My experience is that your average B to B salesperson somehow does not read it and take it to heart - even after they have been handed a free copy. Maybe I should have made them pay for it. Consequently, I have summarised it in TheBrain software for easy reference. Hopefully that'll get the interest going.0 of 0 people found the following review helpful. New Power Base SellingBy Stray Matter Inc.Helpful and easy read0 of 0 people found the following review helpful. Required readingBy Jim WalshJim Holden and Ryan Kubacki have nailed it with this edition of "The New Power Base Selling". Very quickly into the book, you will begin to notice that your current sales methodology, while may have a successful record in the past, is not enough to take you and your sellers into this new era of selling. Uncovering and understanding the power base and approaching sales as a management science will propel any sales organization to a new, unprecedented level. Let the fox hunting begin.

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.

From the Inside FlapThe 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 intangiblesmdash;politics, unexpected value, and strategymdash;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 CoverPraise 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." mdash;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." mdash;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." mdash;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." mdash;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." mdash;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." mdash;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.