

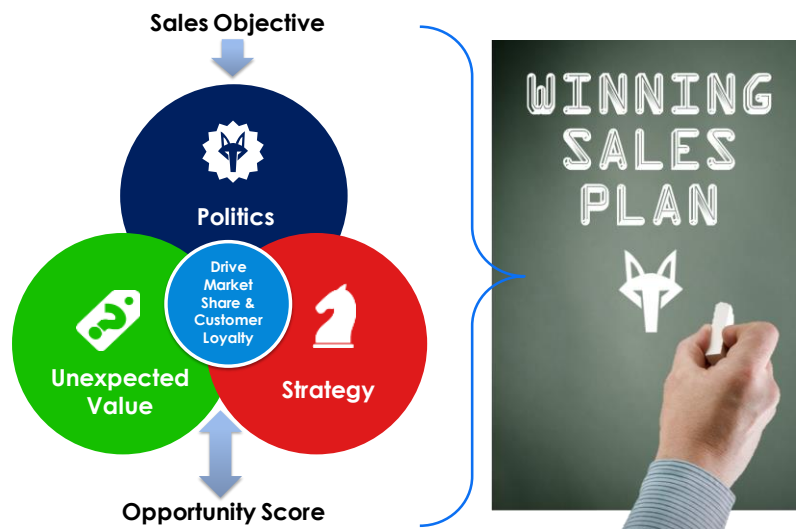
## Power Base<sup>®</sup> Selling

The two-day workshop, facilitated by Holden International, is focused on helping you win key opportunities. The workshop will be live application focused, enabling you to build opportunity plans on business that is important to you. Complementing the live application will be group case studies, and simulations, all designed to provide a dynamic and collaborative learning experience.

### Program Description and Learning Objectives

The program is focused on installing a repeatable process to help you win competitive opportunities. During this time, you will be creating a Winning Sales Plan on a live opportunity that is important to you and your company. The program is designed to enable you to:

- ✓ Gain support of influential people who can provide insight and advance our objective
- ✓ Identify and articulate customer value that supports our objective
- ✓ Select and implement the best approach to optimize customer value to win our objective and defeat our competition



### Important Pre-Workshop Preparation

To effectively apply the Power Base<sup>®</sup> Selling methodology to your live opportunities, please bring the following customer research to the workshop:

- ✓ Annual report, or 10K
- ✓ List of corporate executives
- ✓ Latest Investor Presentation
- ✓ Recent Press Releases