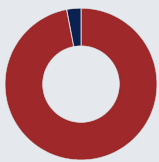


SELLING WITH BACKBONE

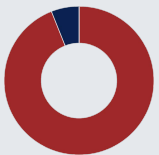
Accelerating mutually profitable growth



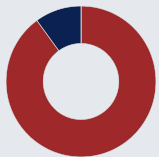
Current Selling Reality



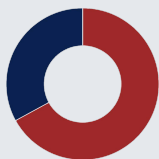
97% of customers expect you to understand their industry...



94% of buyers expect you to know their pain points...



90% of customers demand a calculated ROI...

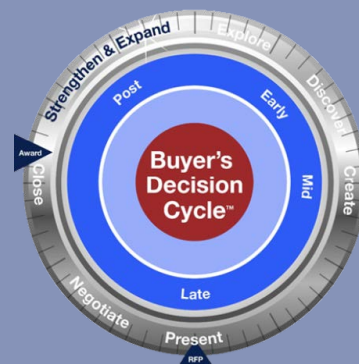


67% of buyers can and will buy more if you can quantify the value delivered...

Our team of value experts will customize each sales tool for your target customer segments and product portfolio

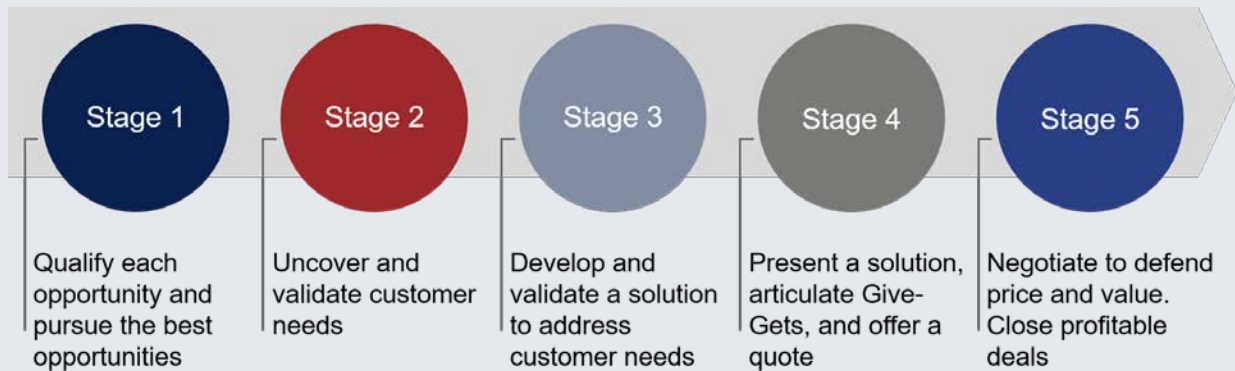
How to Win

- 1- Identify the critical places where you drive improvement in you customers business
- 2- Quantify your value in financial terms
- 3- Move the customer conversation away from price to value
- 4- Turn your buyer into a hero with quantified results



Selling with BackboneSM Key Objectives

- Teach value creation capabilities at each stage of the sales process
- Align sales processes with the Buyer's purchasing cycle
- Build Seller's confidence to engage in strategic value conversations



Selling with BackboneSM Differentiators

Selling with BackboneSM dynamically improves the way Sellers engage with customers to collaboratively drive tangible results.

With business acumen primers, participants develop a true customer value mindset based on creating real opportunities for mutually profitable growth while acquiring discipline to effectively advance deals through the pipeline.

Holden Advisors Value Toolkit

- **Customer Activity MapSM** depicts how your customer runs its business, key challenges and opportunities to improve their business outcomes
- **Value Quantification Framework** monetizes your differentiators by connecting product features and services to bottom-line financial impact
- **Value Matrix** provides a sales playbook to communicate your value across the buying center and advance the opportunity
- **Buyer's Decision Cycle** reveals how your Buyer makes key purchasing decisions

Launch *Selling with BackboneSM + Negotiating with BackboneSM* for supercharged results

Selling with BackboneSM

Blended Learning Solution

1. Digital module primers introduce participants to key concepts before the workshop
2. In-person workshops (1, 2, or 3-day) provide participants with value tools at key steps of the sales process
3. 1-day coaching development workshops reinforce learning and sustained skill development

DIGITAL MODULES:

Know your Customer

*Basic Business
Acumen*

*Buyer's Decision
CycleTM*