



## Power Base Selling: Secrets of an Ivy League Street Fighter

By Jim Holden

Audible Studios on Brilliance, 2016. CD-Audio. Condition: New. Unabridged. Language: English . Brand New. 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.



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