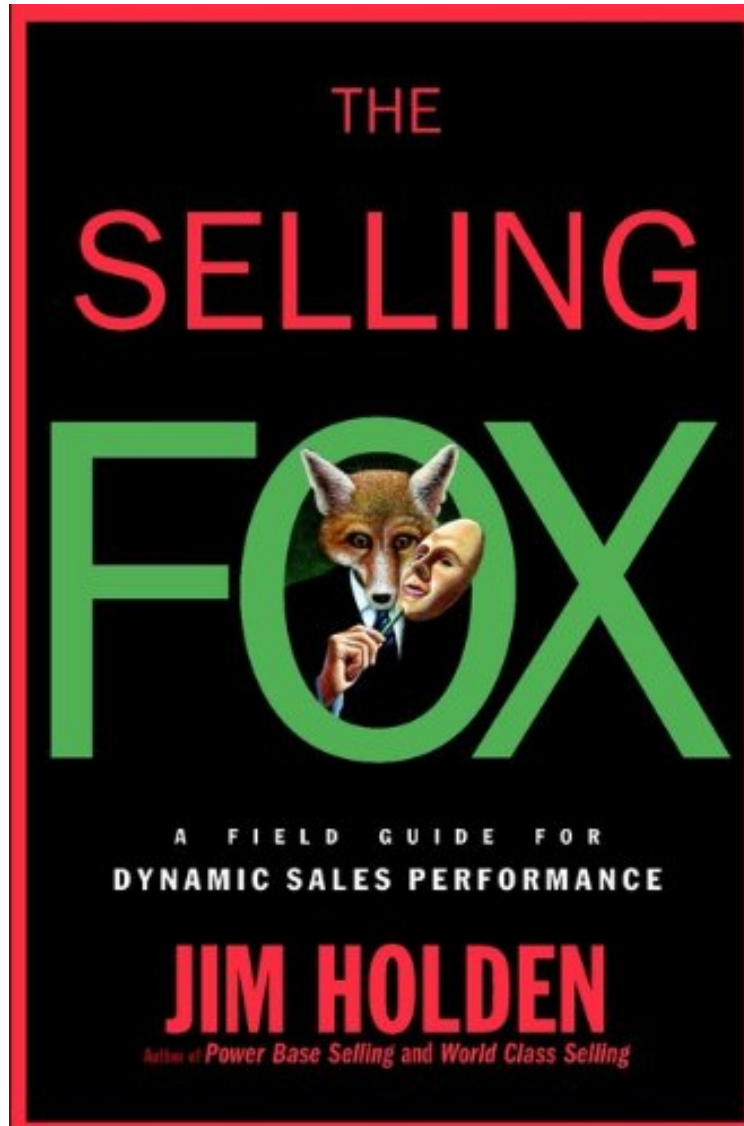


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## The Selling Fox: A Field Guide for Dynamic Sales Performance

*Jim Holden*

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**Jim Holden : The Selling Fox: A Field Guide for Dynamic Sales Performance** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Selling Fox: A Field Guide for Dynamic Sales Performance:

0 of 0 people found the following review helpful. King of the Competitive StrategyBy Shaun HeneghanHolden considers the role of competition in a sales process more than any other author I have read. This consideration makes his works particularly valuable, and this book is no exception. Holden defines the term "Selling Fox" as an ethical, strategic, humble professional relentlessly working to deliver the sale to success. Holden defines four different sales strategies, and outlines how to tactically implement each one with authority to beat your competitor.Unfortunately,

Holden's greatest strength is also his greatest weakness. It is clear that Holden worked for organizations that have a significant market presence and are selling to clients who must buy. His advice on prospecting is laughably simplistic. When selling a consultative sale, for example, often the biggest competition is no decision, a fact which Holden never mentions. Regardless, Holden remains King of the Competitive Strategy for sales, and this book should be required reading for an experienced salesperson who is ready to get very serious about his or her career. 2 of 4 people found the following review helpful. A Good Read! By Rolf Dobelli Jim Holden uses the metaphor of the Selling Fox to present ideas that will sharpen the skills of any competitive sales professional. Unlike many sales books, which have a "supervisory" voice, written from the perspective of someone who isn't actually battling away on the front lines, Holden writes about the reality of winning and keeping business. Foxes survive and thrive in an environment where another player is always scheming to steal their cheese, not move it. In fact, one unique aspect of this helpful guide is its practical advice on how to set traps for your competitors and take their clients away. That may not fit the rest of Holden's emphasis on integrity - but the law of the jungle is often what makes a sales professional a valued property. Maybe the fox analogy is overdone, but the phrase "super sales person" is even more careworn. We from getAbstract strongly recommend this book to those engaged in the noble business of selling, and to those who train them. 2 of 5 people found the following review helpful. A must read for all WHO sell in competitive environments... By Eric Stafford All, I mean ALL, ALL selling, ALL selling is competitive (or you are not in sales) in the new age of selling... info moves faster... decisions are made with different spins... and he or she who discerns the buying process and measures every step wins. Jim shows you how... this info is not new yet an expansion of material first introduced years ago on Power Base Selling (the best book on Sage selling ever) and World Class... this book targets the individual skills and intuition of the Selling Fox. Great work. Have read 'SPIN-SPUN' selling and feel that executing that process can be a bigger negative vs. positive to getting the job done... read 'High Prob Selling' and this will greatly compliment Holden's concepts to some extent. Holden's books will always house my shelf with ONLY a few others... 'Toa of Sales,' Behr, 'Major Account Selling,' Rackham, 'Solution Selling and High Prob Selling' and of course the BOMB of them all 'The Selling Fox,' Holden. MUST READ! Honest and real!! No hype and bla-bla about... maybe this, that, and the other.

A follow-up to the author's highly successful Power Base Selling. Ideal for any kind of salesperson.

From the Inside Flap A HIGHER LEVEL OF SALES SUCCESS Jim Holden's Power Base Selling went far beyond the simple art of persuasion and turned good salespeople into great ones. Now Holden introduces the next step in the salesperson's professional evolution. Power Base Selling established the process for effectively engaging and defeating competition; The Selling Fox will show you how to fully execute that process. You'll not only fend off the competition; you'll de-install them from accounts, becoming the ultimate sales performer-the Selling Fox. Selling Foxes dominate their competition with the knowledge that their success isn't based on what they sell, but on how they sell. They rely solely on their skills, knowledge, and influence, never letting past success lead to a false sense of security, always striving toward bigger and better results. Their companies depend on them, their rivals fear them, and their peers emulate them. They understand their customers and competition better than anyone else, and they use that knowledge to empower customers with compelling solutions while disabling their competition. An expert, in-depth examination of what Foxes do and how they do it, this book is a comprehensive and unparalleled field guide to take salespeople to the pinnacle of professional development. Packed with case studies, tactics, and no-nonsense guidelines, The Selling Fox presents expert strategies for outmaneuvering and outselling your competitors in every situation. You'll learn how to: \* Measure your personal performance and professional development \* Establish and maintain executive relationships \* Destabilize the competition to win market share \* Build personal credibility \* Utilize advanced blocking and trapping techniques \* Objectively evaluate sales opportunities and pursue the right lead every time \* Anticipate and defend against competitors' attacks Personal insights from Foxes in well-known U.S. companies and characteristics that make them the sales geniuses they are will help you develop your skills to the Fox level. So if you want to outsell the competition with intelligence and technique, let The Selling Fox be your guide to success. From the Back Cover Advanced Praise for THE SELLING FOX "A terrific book for the advanced sales professional. Jim Holden helps you create an easy-to-follow and battle-tested system that will lead to higher sales, more competitive victories, and stronger relationships at the executive level. It is a must-read for those who are serious about developing more business." -- Gerhard Gschwandtner, founder and Publisher, Selling Power "Many books have been written about selling techniques, but few provide real value to the sales executive in the field. Jim Holden delivers the key elements of selling success, and the tips and sample dialogue he provides will help sales professionals sharpen their skills and improve their close rates. I can easily see The Selling Fox becoming an indispensable tool for all sales organizations. I only hope my competition doesn't read it." -- John McCain, President, E Solutions Division, EDS "There are lots of salespeople, but few who can operate at the highest level. Anyone who either aspires to sell at the top levels of business or is responsible for a commercially focused sales team should read this book. Highly recommended!" -- Peter Matthews, Partner in charge of Sales, Ernst Young International "The Selling Fox is the most

powerful resource I've read for planning and executing successful selling strategies. Jim Holden has a masterful way of simplifying the complex nature and character of the professional salesperson in the most practical, results-driven way. Anyone who aspires to the highest income potential of top selling professionals should study this book for all it's worth." -- Glynn Spangenberg, Vice President of Sales, QUALCOMM Incorporated "The Selling Fox strikes a perfect balance of groundbreaking sales methodologies and proven, high-impact tactics, necessary tools in today's competitive climate. Salespeople who commit to applying the concepts put forth in this book will outfox the competition, deliver significant value to their clients, build long-lasting relationships-- both internally and externally-- and realize greater selling success." -- Rick Snyder, Senior Vice President NextiraOne, Network Solutions Provider and Cisco Gold Certified Partner

About the Author JIM HOLDEN is the founder and CEO of Holden International, a globally recognized leader in sales and marketing effectiveness since 1979. His company pioneered the treatment of customer value, competition, and politics in selling with the Power Base Selling program. He is the author of Power Base Selling: Secrets of an Ivy League Street Fighter and World Class Selling: The Crossroads of Customer, Sales, Marketing, and Technology, both available from Wiley. For more information, please visit [www.holdenintl.com](http://www.holdenintl.com)