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Nota di contenuto	The New Power Base Selling: Master the Politics, Create Unexpected Value and Higher Margins, and Outsmart the Competition; Contents; Foreword; Acknowledgments; Part 1: Sales as a Management Science; Chapter 1: Seeing the Invisible; Selling Skills Are Not Enough; Good Products Are Not Enough; The Relevance Revolution; Seeing the Road Forward to Success; Chapter 2: The MBA of Selling; The Holden Four Stage Model; Four Stages of Sales Proficiency; Intent; Focus; Relationship; Value; Knowledge; Progressing to Higher Stages; Not All Competencies are Born Equal; Part 2: Politics Chapter 3: Influence and AuthorityPolitical Competition is Healthy; Power Struggles versus Power Plays; The Political Structure; Influence and Authority; No Influence, but Authority; No Influence, No Authority;

Influence without Authority; Influence Is Constantly Changing; Degrees of Influence; Chapter 4: Foxes: The Heart of the Power Base; A Fox in Action; The Organization Comes First; Manage the Environment; Survival; Fox Footprints; Integrity; People-Oriented; Risk Assumption; The Emerging Fox; Chapter 5: Power Base Types and Implications; Three Types of Power Bases  
The Enterprise Power BaseThe Business Unit Power Base; The Situational Power Base; Mapping the Power Base; Power Base Implications for Sellers; Chapter 6: Fox Hunting and Power Base Mapping; Fox Hunting Intelligence Gathering; Customer Research-What Information Can You Gather in 30 Minutes?; Astute Observations-Knowing What to Look For; Good Questions-How to Ask the Right Ones; Political Revelations; Chapter 7: Gaining Political Advantage; The Power Base Principle; Gaining Political Advantage; Personal Motivators; Uncovering and Advancing Personal Motivators  
Building Influential RelationshipsAssessing Relationship Type; Creating a Support Base Map; Political Implications; Part 3: Unexpected Value; Chapter 8: Moving Up the Sales Value Chain; Moving North; Expanding the Sales Value Chain; Expected versus Unexpected Value; Chapter 9: Building Expressions of Customer Value; Value Relevance; Executive Value; Management Value; Operations Value; Value Expressions; Value Statements; Testing Value Statements; The Value Proposition; Step 1: Value Identification; Step 2: Value Quantification; Step 3: Value Proposition  
Moving Up the Sales Value Chain to Include Political ValueChapter 10: Creating Demand to Displace Competitors; Creating Demand Significance; Leveraging Creating Demand to Penetrate Accounts; Step 1: Determine the Entry Point; Political Connectivity; Business Significance; Business Impact; Supplier Return; Step 2: Craft Your Value Message; Step 3: Gain Access; Step 4: Conduct a Meeting; Engaging with Advanced Communicators; Executive Meeting Checklist; Step 5: Build Your Support Base Map; Step 6: Move Upstream; Step 7: Complete the Triathlon; Penetrating Competitively Held Accounts  
Part 4: Strategy

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## Sommario/riassunto

"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"--

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