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Holden Company Background

In 1979, Holden's co-founders Jim and Chris Holden had a vision to change the way sales training worked and since then, the company has grown to be a world-renowned leader in the sales performance improvement field.

Based in Chicago, Holden pioneers tools that create game-changing sales habits through [online simulations](#), [cloud-based software](#), and [live deal coaching](#). By flipping the classroom, sellers learn at their own pace with improved adoption. Using embedded analytics, entire teams are transformed from order takers into demand creators.

The Holden Adaptive Platform™

The Holden Adaptive Platform™ delivers sales training in a new way by sparking game-changing sales habits. The easy-to-use tools encourage adoption through practice with game-based learning simulations that deliver relevant, right-sized bits of information that can be applied in real-time, in the real world.

- **Online Simulations**
Game-based learning instills productive, behavior-changing habits through practice. Holden simulations are sales training like never you've never experienced before. Your people are engaged to solve problems, think strategically, achieve objectives – and win.
- **Deal Coaching and Consulting**
Live deal coaching and consulting takes the tools from the Online Simulations and puts them into action so the seller can learn how to maximize their unexpected value in order to win bigger deals. What better way to experience game-changing sales habits than to put them to practice with real deals and accounts?
- **Sales Software Suite**
B2B buying and selling changes almost daily, and once an opportunity is found, it's quickly gone. There's a lot to keep track of, in a timely manner. Holden has a solution for that – in fact multiple solutions.

These tools enable you to effectively advance and align your entire sales team. Implementing the Holden Adaptive Platform is proven to deliver sustainable organization-wide success.

Holden has many valued clients including: Microsoft, Intel Americas, SAP, Oracle, Aberdeen Group, Cisco Systems, Intergraph Corporation, ABS Associates, Inc., CIBER Inc., International Game Technology, Peerless Networks, Selling Power, Allard Associates, Inc., General Catalyst Partners, Psychomedics Corporation, and Hyland Software. Specializing within technology, IT services, healthcare, and manufacturing industries.

Holden has been recognized with many awards, including: 2015 Training Industry Sales Training Watch List, 2014 Selling Power Top 20 Sales Training Companies, Smart Choice: Best in Class by the Brandon Hall Group Smartchoice Solution Provider Program, Best in Class by Aberdeen Research, and The New Power Base Selling book was named Top Business Bestseller by CEO Read.

For more information about Holden, visit <http://www.holdenintl.com/>. Visit Holden's [Insight Blog](#), [LinkedIn](#), [Twitter](#), and [Facebook](#) page for sales and marketing insights, tips, and news.

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