



Press Contact:

Kathleen Parsell

Connect Communications, Inc.

773.972.7060

Kathleen@connectcomsinc.com

Holden Fact Sheet

About Holden:	Holden is a global leader in sales performance development. The company 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.
Website:	http://www.holdenintl.com/
Blog:	http://www.holdenintl.com/blog/
Key Promise:	Game-Changing Sales Habits
Founder:	Jim Holden and Chris Holden
Launch Date:	1979
Management Team:	Jim Holden, Founder/Chairman Ryan Kubacki, Chief Executive Officer Chris Holden, Chief Financial Officer David Braverman, Chief Technology Officer Paul Dillon, Executive Vice President Matt Martin, Executive Vice President Patrick Viohl, Vice President Gary Severyn, Director of Operations
Number of Employees:	Not disclosed
Why it Works:	The science behind the Holden Adaptive Platform™ includes: <ul style="list-style-type: none">• Research-Based Strategies• Game-Changing Sales Habits• Adult Learning and Adoption• Sales Analytics• CRM Integration, Adoption & Forecast Accuracy• Proven Results

Specialties

Holden specializes in the following:

- Game-Based Learning Simulations
- Sales Software
- Deal Coaching and Consulting
- Demand Generation
- Account Planning
- Sales Leadership
- Sales Consulting
- Human Resources and Sales Integration
- Marketing and Sales Strategy
- Sales and Operations Planning
- Sales Management Consulting

Industry Experience:

Holden's expertise cover a broad range of industries and categories:

- Technology companies
- IT services
- Healthcare
- Manufacturing
- And more

Valued Clients and Partners:

A small sampling of clients include: 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, Psychemedics Corporation, and Hyland Software.

Holden Awards:

Holden has been recognized for the following awards:

- 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
- *The New Power Base Selling* Book named Top Business Bestseller by CEO Read

Holden Values:

Holden's mission is to help sellers and sales organizations reach their sales potential, by transforming their processes through research-based strategies in the form of game-changing sales habits.

Holden is built on four core values that are integral to fulfilling their mission:

- Innovation
- Quality
- Integrity
- Dedication

Social Media:

Blog: <http://www.holdenintl.com/blog/>

LinkedIn: <https://www.linkedin.com/company/holden-international>

Twitter: <http://www.twitter.com/holdenintl>

Facebook: <https://www.facebook.com/holdenintl>

###