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Reed K. Holden, CEO and Founder of Holden Advisors, is a world-class pricing expert who has spent the past 20 some years helping clients build go-to-market strategies to drive price leadership and profitable growth. His firm has been consulting with clients for 10 years to improve and sustain pricing power in highly competitive markets. His latest work with

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Negotiating with Backbone is an experiential initiative for customer-facing teams to prepare and practice price and value conversations to use throughout their sales cycles, and specifically over the course of tough negotiations. The goal is to arm salespeople and

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