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The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results by Dixon, Matthew; Adamson, Brent; Spenner, Pat; Toman, Nick at AbeBooks.co.uk - ISBN 10: 0241196566 - ISBN 13: 9780241196564 - Portfolio Penguin - 2015 - Softcover

9780241196564: The Challenger Customer: Selling to the ...

The Challenger Customer is the long-awaited sequel to the bestselling sales classic The Challenger Sale, the book which introduced the controversial idea that challenging the customer is the key to sales success. But it turns out that's only half the story: it's not just that you challenge, but who you challenge that really matters.

The Challenger Customer: Selling to the Hidden Influencer

The Challenger sales method relies on delivering insight about an unknown problem or opportunity in the customer's business that the supplier is uniquely positioned to solve. It captures a prospect's assumptions or beliefs, pinpoints flaws or untruths in them, and then makes room for a sales rep to offer a better solution.

The Challenger Sales Model: Methodology & Summary | Pipedrive

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The Challenger selling approach relies on delivering insight about an unknown problem or opportunity in the customer's business that the supplier is uniquely positioned to solve. Challengers capture the customer's current belief or assumption, expose the flaws or misinformation in that thinking and present a better course of action.

What Is the Challenger Sale? An Overview of the Challenger ...

CEBs latest study and subsequent book is The Challenger Customer. Remember this number, 5.4, because it's very important! On average 5.4 individuals, all with varying agendas and perspectives have an influence on a buying decision in a B2B, complex or consultative selling situation.

Challenger Customer - B2B Sell

The Challenger Customer: Selling to the Hidden Influencer Who Can

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Multiply Your Results: Adamson, Brent, Dixon, Matthew, Spenner, Pat, Toman, Nick: 9781591848158: Amazon.com: Books.

The Challenger Customer: Selling to the Hidden Influencer ...
The Challenger Customer is about selling to bureaucratic organizations. The thesis is that it doesn't matter if you win over an individual - they are going to take the deal to a group who may think your solution is great, but not even agree on the problem being solved.

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