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the Hidden Influencer
Who Can Multiply Your
Results: Adamson,
Brent, Dixon, Matthew,
Spenner, Pat, Toman,
Nick: 9781591848158:
Amazon.com: Books.

**The Challenger
Customer: Selling to
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The Challenger
Customer is about
selling to bureaucratic
organizations. The
thesis is that it doesn't

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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.

The Challenger Customer: Selling to the Hidden Influencer ...

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Matthew Dixon
(Author), Pat Spenner
(Author), Nick Toman
(Author), Steve Kramer
(Narrator), Penguin
Audio (Publisher) & 3
more. 4.5 out of 5 stars
152 ratings.

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2015 | Journal Of Sales
Transformation.

The Challenger Customer: Selling to the Hidden Influencer

The Challenger selling approach relies on delivering insight about an unknown problem or opportunity in the

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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 ...

The term "Challenger

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sales” was coined in
2011 when Matthew
Dixon and Brent
Adamson published the
book “The Challenger
Sale: How To Take
Control of the
Customer
Conversation”. The
Challenger sales model
and methodology is
built around a sales
process that focuses on
teaching, tailoring and
taking control of a
sales experience.

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**The Challenger Sales
Model: Methodology
& Summary |
Pipedrive**

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

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consultative selling
Customer Selling
situation.

Challenger Customer - B2B Sell

Conventional folklore in
sales favors the
relationship builder as
the lead seller. After all
sales is about
relationships, right? If
you can develop trust
and build a connection
with customers and
potential customers,
the sales will follow.
But according to the

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findings in The
Challenger Sale,
nothing could be
further from the truth.
Adamson says the
research showed the
profile least likely to be
a star performer is the
Relationship Builder.

**Sales Summit: The
Challenger Customer
- Salesforce.com**

The Challenger -
Fostering a growth
mindset, this sales
personality changes

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the customer's worldview to teach how the sale is valuable to the customer. The book found that Challenger salespeople were the highest performing sales team members 39% of the time.

3 Steps to Easily Implement the Challenger Sales Model ...

“Sales organizations can increase business

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by challenging
customers — delivering
customer interactions
specifically designed to
disrupt their current
thinking and teach
them something new.

It's not just about
selling something
anymore," says Brent
Adamson,
Distinguished Vice
President, Advisory,
Gartner and co-author
of The Challenger Sale,
Taking Control of the
Customer Conversation

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...
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**The Power of the
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to read this book as
the first book was a
"Game Changer
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writers have done it
yet again. I have just

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enjoyed the first couple of chapters and I agree completely with the books authors.

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BRENT ADAMSON,
coauthor of The
Challenger Sale, is a
principal executive
advisor in the sales
and marketing practice
at CEB. MATTHEW
DIXON, coauthor of The
Challenger Sale and
The Effortless

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Experience, is the group leader of the financial services and customer contact practices at CEB. PAT SPENNER is the strategic initiatives leader in the sales and marketing practice at CEB.

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Who Can Multiply Your
Results by Brent
Adamson, Matthew
Dixon, Pat Spenner and
Nick Toman (2015,
Hardcover)

**The Challenger
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Four years ago, the
bestselling authors of
The Challenger Sale
overtured decades of
conventional wisdom

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with a bold new approach to sales. Now their latest research reveals something even more surprising: Being a Challenger seller isn't enough. Your success or failure also depends on who you challenge. Picture your ideal customer: friendly, eager to meet, ready to coach you through the sale ...

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The Challenger Customer unveils research-based tools that will help you distinguish the "Talkers" from the "Mobilizers" in any organization. It also provides a blueprint for finding them, engaging them with disruptive insight, and equipping them to effectively challenge their own organization. Four years

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ago, the bestselling
authors of The ...

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Sept. 8 2015 by Brent
Adamson (Author),
Matthew Dixon
(Author), Pat Spenner
(Author), 4.5 out of 5

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The Challenger Customer: Selling to the Hidden Influencer ...

The Challenger has a different view of the world, understands the customer's business and pushes his or her customers to think about their business differently. One Wins and One Loses When we look at sales

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performance, there is one clear winner among these five profiles: the Challenger.

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