
The Challenger Sale Summary PDF Cheatsheet —

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? 1. The Challenger: The best-performing B2B salespeople control the conversation and push forward sales

During the 2009 financial crisis, the authors conducted studies on salespeople. They discovered a small group of B2B salespeople were performing exceptionally well. This group of “Challengers” are unique because they teach useful insights to the customer, adapt their presentation to individual stakeholders, and love debating and being assertive.

? 2. Tell, Don't Ask: Selling evolved from presenting products to analyzing needs, and now it's about giving insights

Modern sales began in the 1920's, teaching more effective techniques for presenting products. In the 1970's, “solution selling” was developed to sell more complex products and services. Today salespeople must evolve again, from asking endless questions to teaching valuable insights.

? 3. Teach Insights: Crafting a sales presentation that explains a big problem, a problem your company solves best

53% of B2B customer loyalty comes from a great sales experience, and we can deliver that by making our sales presentation itself valuable. First, talk about common issues similar companies are facing, then connect those issues to a bigger problem they aren't aware of (the insight). Quantify the costs of the problem, tell a story that feels familiar, list what a solution would look like, then finally present your company as the unique answer.

? 4. Adapt Your Communication: Tailoring our selling to the individual goals of each stakeholder

Decision-makers within businesses now want to see “widespread support” for a supplier. That means we must adapt our sales presentation to individual stakeholders. A marketing manager has different typical concerns than a factory manager, but ultimately we should tie our product benefits to saving or making money.

?? 5. Lead the Conversation: Defining the discussion and pushing the sale forward

The final major trait of Challengers is being assertive in the conversation. They love to debate for their ideas and insights, they push the sale upwards in organizations, and they don't give discounts too soon. Backing this up is an honest belief in their product's value.

This is just a sample!

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