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The challenger sale : taking control of the customer conversation / Matthew Dixon and Brent Adamson. p. cm. Includes index. ISBN 978-1-59184-435-8 1. Sales management. 2. Selling. 3. Customer relations. I. Adamson, Brent. II. Title. HF5438.4.D59 2011 658.85â€”dc23 2011026907 Printed in the United States of America Set in Adobe Garamond Pro

### **The CHALLENGER SALE Taking Control of the**

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the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions.

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The Challenger Sales Model is an approach to sales that is tailored to how the Challenger teaches, tailors, and takes control. The Challenger Sales Model believes with the right training, coaching, and sales tools, all reps -- even those falling into one of the other four categories -- can take control of the customer conversation like a Challenger.

### **A 5-Minute Summary Of "The Challenger Sale" Book Your Boss**

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The notion that the Challenger sales professional has more knowledge than his/her customer is both illogical and potentially insulting to customers. While the Challenger model cautions against the negative aspects of control and confrontation in customer relationships, it does not take ... Challenging the Challenger: Understanding the risks and ...

### **Challenging the Challenger - Training Industry**

They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep.

### **The Challenger Sale: Taking Control of the Customer**

What is Challenger Sale? The path to higher sales (or donâ€™t forget to pack your toothbrush) 1. @mgsalesperform Colgate Janina Tesco Value Kingi-sher Person Car Why Price 2. ... Challenger Relationship Builder Lone Wolf 11. @mgsalesperform Take Control Comfortable discussing money and pressing the customer for commitment.

## **What is Challenger Sale? - HBAA**

In this getAbstract summary, you will learn: How the "Challenger Sales Model" works,; Why it is the best approach for business-to-business (B2B) sales and How your salespeople can use it to increase their sales.

## **The Challenger Sale Summary - getabstract.com**

Matthew Dixon and Brent Adamson's insightful book, *The Challenger Sale: Taking Control of the Customer Conversation* offers the results of their research on thousands of sales reps and the best way to sell.

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## **The Challenger Sale - Matt Dixon - SlideShare**

The Challenger Sale is not a bad book, especially when directed to the right audience, but that is where I had trouble with it. I picked it up as a general manager of a small business, and found that although some of the ideas were good, and the research interesting, it was not very applicable in my situation.

## **The Challenger Sale: Taking Control of the Customer**

The Challenger Sale Taking Control of the Customer Conversation. by Matthew Dixon, Brent Adamson. Buy the eBook. Your price \$14.99 USD. Get \$5 off (Save on your first purchase worth \$5.01 or more) Add to cart Buy Now Add to Wishlist Remove from Wishlist. Synopsis. Expand/Collapse Synopsis ...

## **The Challenger Sale ebook by Matthew Dixon - Rakuten Kobo**

Here at InsightSquared, we are big fans of the book "The Challenger Sale: Taking Control of the Customer Conversation" by Matthew Dixon and Brent Adamson. In fact, we require every one of our new SDRs to read it as a part of their onboarding process. In this post, we bring to you our top 3 key takeaways from the Challenger sales model in 8 ...

## **The Challenger Sales Model in 8 Minutes | InsightSquared**

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