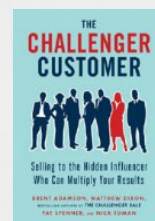




WHO IS CHALLENGER?

We are a global leader in training, technology, and consulting to win today's complex sale. Our live, virtual and digital solutions support sales and marketing, and customer service professionals, leading to significant performance improvements and financial results.

Each sales and marketing program we provide is supported by ongoing research and backed by our best-selling books, *The Challenger Sale* and *The Challenger Customer*.



WHAT IS THE CHALLENGER APPROACH?

It's recognizing that 53% of customer loyalty is driven by the sales experience – which contributes more to loyalty than brand, price, service, or even the product **COMBINED**.

Challengers provide their customers a differentiated sales experience by doing three distinct things: delivering the right message, having the right skills, and selling to the right people.



The Right Message

Commercial Insight teaches the customer something new about their business, uncovers an unknown problem, and creates an innovative opportunity.

The Right Skills

Challengers **Teach** with Insight. They **Tailor** messages to the customer's unique needs; and they **Take Control** of the decision-making journey.

The Right Buyers

Challengers partner with a key customer stakeholder, known as a **Mobilizer**, to champion the insight, build consensus, and move deals forward.

HOW DO YOU IMPLEMENT CHALLENGER?

Begin with Challenger Activation™. This tech-enabled platform serves as the centerpiece of your Challenger strategy. You can optimize your implementation through Challenger's additional training, workshop and coaching options.

Inside Challenger Activation™

Expert Advice from a team of Challenger consultants who guide your transformation journey

Enterprise-Wide eLearning curriculum, tools, templates, and resources for every role and sales stage

Diagnostics and Assessments measure skill and coaching effectiveness and track progress

Networking and Collaboration that comes from a community of those on a similar journey who share best practices and network

Instructor-Led Training and Workshops

To further embed the Challenger approach, we offer first-hand insight, training and coaching. These programs include:

Live or Virtual Facilitation delivered by our global bench of Challenger Advisors

Market-Ready Outputs that are fully-built commercial Insights and deal strategies

Guided Practice & Application with real-life, scenario-based training experiences using blended and adult learning principles

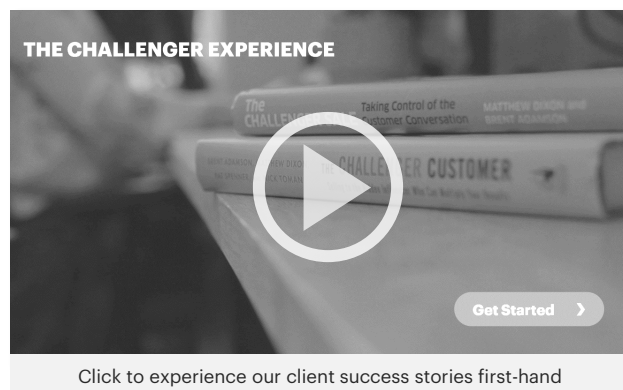
	CHALLENGER™ ACTIVATION	+	INSTRUCTOR-LED TRAINING & WORKSHOPS
 RIGHT MESSAGE	> Insight Designer Tool > Commercial Insight Resource Library > Insight Reviews and Consultant Feedback >		> Disruptive Commercial Messaging introduction to the building blocks of disruptive commercial messaging and how to embed insight-led messages into marketing and sales content. > Building Commercial Insight Build three field-ready Commercial Insights to be used when targeting high-priority customer segments.
 RIGHT SKILLS	> Challenger Selling Foundations > eLearning > Challenger Deal Drills > Skills Application Plans		> Foundational Selling Skills Sellers learn and practice the core Challenger sales skills to disrupt the customer status quo. > Demand Creation Sellers refine Commercial Teaching skills and improve their ability to disrupt the status quo, create demand, and make a case for change.
 RIGHT BUYERS	> Challenger Playbooks > Buyer Journey Mapping Resources > Stakeholder Identification Toolkit		> Pipeline Acceleration Teams of sellers and managers roll up their sleeves and apply Challenger skills to specific deals in order to "unstick" them. > Complex Deal Management Sellers identify the stakeholders who are most likely to drive change in a buying group

WHY DO YOU NEED CHALLENGER NOW?

Today's buyers behave differently than they did just a few months ago. They are distracted, constrained and risk averse. Traditional sales approaches won't engage them and won't deliver expected results.

In this more complicated environment, **it's not what you sell, but how you sell.**

In fact, organizations that engage with Challenger see a **15x median return in top line revenue within 90-120 days.** >>



Pipeline Impact



Win Rate



15%



Win Rate



26%



Cycle Time



25%

YoY Revenue Impact



248%



CAMERON



28%



Precision
Planting®



47%

n= 57 companies
Source: Challenger Impact Study

What Our Customers Say

"As a company that knows firsthand the common pitfalls of virtual demonstrations, we were thrilled with how our Challenger Advisor kept everybody engaged throughout the session. Our team felt like we had just experienced the future of training in this virtual environment."

**Tracey Gatland, Managing Director,
GRAPHISOFT**

"Integrating Challenger through Sales, Marketing, and Service helps us have a common understanding of how we approach our industry and has differentiated us. After our first full year with Challenger, we're even more excited for the future."

**Barry Swihart, Senior VP of Sales,
Odysseyware**

WIN THE COMPLEX SALE

[Learn more at challengerinc.com](https://challengerinc.com)

WISDOM TO WIN

Ready to start?

Call +1 833-827-4260 or contact us at
challengerinc.com/mimeo

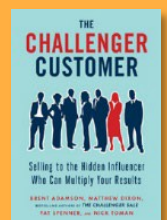
Our Story

In 2008, during the height of the global financial meltdown, sales leaders found themselves in a crisis. Sellers weren't selling, buyers weren't buying. No one was sure how to fix it.

Until Challenger.

We conducted one of the largest sales studies ever, and our research showed clearly: There is a core set of skills and behaviors that make certain sellers over **4x more likely** to be high-performers in complex environments. We named this seller the Challenger, and our approach was born.

Our findings led to two best-selling books, *The Challenger Sale* and *The Challenger Customer*. Since then, Challenger the company has implemented this approach in hundreds of clients around the world and transformed the behavior of many thousands of sellers, driving exceptional growth, meaningful performance improvements, and creating billions in additional revenue.



Challenger

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