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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 Challenger Sale: Taking Control of the Customer Conversation. 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 Challenger Sale: Taking Control of the Customer

The Challenger Sale in less than 10 minutes. Research by Neil Rackham has shown that 87 percent of sales training content is forgotten by reps within thirty days. Coaching is a principal lever for boosting training stickiness. Ironically, the more we try to play up our differences, the more things sound the same.

The Challenger Sale in less than 10 minutes - Heinz Marketing

This SUMOREADS Summary & Analysis offers supplementary material to *The Challenger Sale* to help you distill the key takeaways, review the book's content, and further understand the writing style and overall themes from an editorial perspective.

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