



The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results

Brent Adamson, Matthew Dixon, Pat Spenner, Nick Toman

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Four years ago, the bestselling authors of *The Challenger Sale* overturned decades of conventional wisdom 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 and champion your products and services across the organization. It turns out that's the last person you need.

Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature; it's much easier to build a relationship with someone who always makes time for you, engages with your content, and listens attentively. But according to brand-new CEB research—based on data from thousands of B2B marketers, sellers, and buyers around the world—the highest-performing teams focus their time on potential customers who are far more skeptical, far less interested in meeting, and ultimately agnostic as to who wins the deal. How could this be?

The authors of *The Challenger Customer* reveal that high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is.

It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues to pursue anything more ambitious than the status quo. These customers get deals to the finish line far more often than friendlier stakeholders who seem so receptive at first. In other words, Challenger sellers do best when they target Challenger customers.

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.

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Playing with family in the park, coming to see the sea world or hanging out with friends is thing that usually you may have done when you have spare time, in that case why you don't try factor that really opposite from that. One activity that make you not experience tired but still relaxing, trilling like on roller coaster you already been ride on and with addition associated with. Even you love The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results, you may enjoy both. It is fine combination right, you still wish to miss it? What kind of hang-out type is it? Oh can occur its mind hangout guys. What? Still don't obtain it, oh come on its known as reading friends.

Joel Barnhardt:

The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results can be one of your nice books that are good idea. We all recommend that straight away because this guide has good vocabulary that can increase your knowledge in terminology, easy to understand, bit entertaining but nevertheless delivering the information. The article author giving his/her effort that will put every word into delight arrangement in writing The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results although doesn't forget the main position, giving the reader the hottest in addition to based confirm resource facts that maybe you can be one among it. This great information could drawn you into completely new stage of crucial pondering.

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