

Executive Communications

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Embracing the Challenger Sales Model

Last month we announced plans to take (BUSINESS') sales execution to a new level with our adoption of the Challenger Sales Model. Formal training for sales managers and leaders through the Corporate Executive Board (CEB) starts on Sept. 30 followed by CEB-led specialized trainings for each sales professional, in addition to immersing all sales support colleagues in our new approach.

While achieving optimal customer relationships remains the hallmark for how we work together across the enterprise to deepen relationships, Challenger arms us with a profound ability to deliver insight that influences customer decisions, particularly when serving customers in complex business environments that define the more upper middle-market companies and corporations we now serve.

The data is clear and compelling... After studying the actions of thousands of sales reps across countless industries and markets, CEB learned that sales people fall into one of five distinct profiles. It turns out many industries are placing their biggest bets on the profiles of those least likely to win. Conventional sales wisdom is dying.

More than relationships and pounding the pavement, the best sales people challenge their customers to really think. They aren't satisfied asking questions just to be reactive. They lead with insights that help customers uncover problems and opportunities they didn't know were there. That's our journey... that's (COMPANY NAME).

Of the many things each of us could do to try and improve our individual performance, only a critical few matter. With the help of CEB and some exciting strategic changes we're making to strengthen (BUSINESS') overall sales support, including establishing a (BUSINESS) knowledge center and applying a strategic lens to how we build proposals, we will embrace the Challenger Sales Model in conjunction with optimal customer relationships to lookout for customers like never before.

Customers are 30 percent more likely to buy when thoughtfully challenged with deep insight that positions their businesses for success. The result is a win/win and how we'll work together to shape our future.

The entire (BUSINESS) leadership team, your managers and I look forward to engaging you in this cultural transformation of how we sell.

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