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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.

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The Challenger Sale does, in fact, challenge some long held assumptions about selling success. Unlike your usual book of advice written by some self-proclaimed sales "guru," this book bases its guidance and conclusions on research hard data research.

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About Matthew Dixon and Brent Adamson. In addition to The Challenger Sale, he has co-written two more books, The Challenger Customer , and The Effortless Experience. Brent Adamson is an American author and sales researcher. He has obtained an MBA from the University of Michigan s Ross School of Business, and a Ph.D.

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The Challenger Sale Wikipedia

(August 2016) The Challenger Sale is the first non-fiction book by Matthew Dixon, Brent Adamson, and their colleagues at CEB Inc.. The book was published on November 10, 2011 by Portfolio/Penguin. In the text, the book argues that relationship-building is no longer the best sales method.

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The 5 Types of Sellers of The Challenger Sale. Bob Ruffolo. Founder & CEO, Keynote Speaker, Entrepreneur, Recipient of Comparably's Best CEO 17 In The Challenger Sale, 40% of top Sales performers primarily used a Challenger style, rather than one of the other four Sales styles the book identified.

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