



# CHALLENGER™ MESSAGING ENGAGEMENT

**Use Commercial Insights to grab the attention of your buyers, to force them to think differently about their business, and to act in your favor.**

## Challenge

Today's buying environment is increasingly crowded and noisy as buyers are bombarded with more information than ever before. This complexity is causing buyers to conduct their own research on what solutions they may need before they engage with any of your sellers.

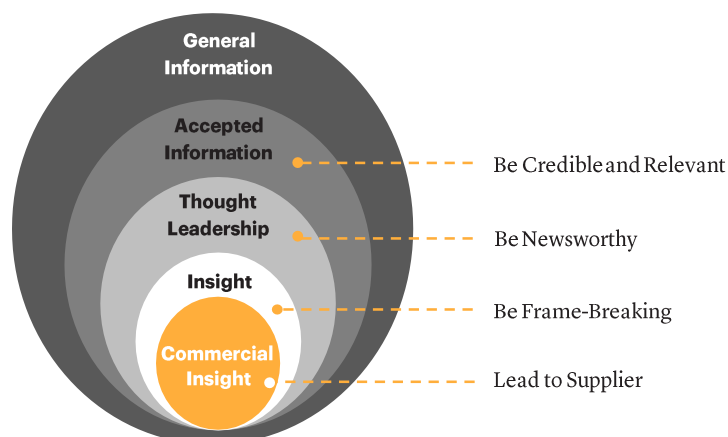
In response, sellers are attempting to differentiate their solutions by highlighting features and benefits, which ultimately has little impact on the buyer's decision. Because buyers cannot perceive supplier value, sellers are forced into a commodity trap where they must heavily discount prices to win at the expense of profitability.

## Teach Your Customers

To alter buyer purchase direction, suppliers must **teach something new about their own business** and plot a clear course of action. Doing so requires Sales and Marketing to shift from touting features and benefits to teaching with commercial insight. This shift will turn the buying experience into one that your customer values, and it will lead to **tangible results for your business as a result.**

### Hierarchy of Information Conveyed Through Commercial Messages

*Illustrative*



**Commercially insightful**  
Commercially insightful messages lead back to the supplier exclusively and also challenge conventional wisdom.

Source: CEB analysis.

### Teaching with Commercial Insight Yields:

- Better conversations with increased access to stakeholders
- Greater exposure to senior stakeholders and increased opportunities to teach them about their business
- Increase in revenue by leading customers back to unique differentiators
- Fewer commodity traps and heavy price discounts that hurt profitability
- Repeatable process to scale commercial insight and message creation



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## Create and Sustain a Challenger™ Messaging Strategy

Enable your sales and marketing team to routinely build Commercial Insights through a proven and repeatable process.

### About Challenger

Challenger is dedicated to driving exceptional growth by changing behaviors in Sales, Marketing and Service teams. Our commercial transformation programs, including message creation, skill development and implementation support, have provided performance improvements and significant financial results to hundreds of clients around the world.

Each program is supported by ongoing research and backed by our best-selling books *The Challenger Sale*, *The Challenger Customer*, and *The Effortless Experience*.

Align Sales and Marketing Stakeholders



- Establish a common understanding of your Challenger™ strategy.
- Foster collaboration between Sales and Marketing and establish roles for each.
- Delegate responsibilities for insight creation activities.

Develop the Skills of Those Responsible for Insight Creation



- Provide resources and opportunities to develop expertise.
- Set expectations on insight responsibilities.
- Set a high standard for insight creation.

Build a First Set of Commercial Insights and Challenger Messages



- Adhere to a methodology that guides those responsible for insight creation.
- Follow the Challenger choreography for building a message.
- Define a common focus, language, and process for collaboration.

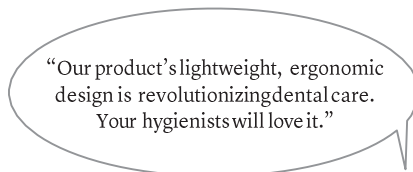
Sustain the Strategy: Build New Messages and Expand the Capability



- Leverage certified message consultants to scale and sustain the strategy.
- Develop a content marketing discipline to assess and revise current sales and marketing materials.
- Validate the strength of your commercial insight.

### Case Study: Medical Device Company

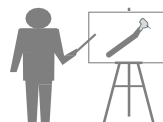
Feature-Oriented Interaction



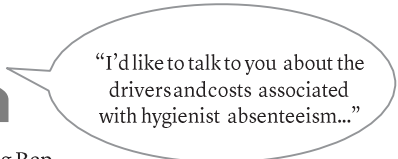
Teaching-Oriented Interaction

#### Impact of Hygienist Absenteeism

Annual Absenteeism Rate	34%
Associated Turnover	10%
Lost Revenue per Missed Appointment	\$2,500
Total Opportunity	\$500,000



Features-Selling Rep



Teaching Rep

Lead with Unique Benefits

Lead to Unique Benefits

Contact us

[challengerinc.com](http://challengerinc.com)

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