

Challenger



Challenger™ Activation

**INSIGHT
DESIGNER**

THE INSIGHT DESIGNER TOOL

A collaborative software tool to be used in partnership with Challenger consultants to build your first Commercial Insight.

Step-by-step process ensures messages are built in proper sequence

Learn more resources, tutorials and examples provided throughout the process

The screenshot shows the 'Goals and Obstacles' step of the tool. At the top, there is a navigation bar with eight buttons: 'Goals and Obstacles' (active, highlighted in blue), 'Problem Statements', 'Differentiators', 'A to B Statement', 'Costs and Risks', 'Stories & Anecdotes', 'Insight Draft', and 'Objections'. Below the navigation bar is a light blue instructional box with the following text: 'In order to develop the customer profile, you must first identify this customer's business goals as well as the obstacles the customer faces in achieving these goals. Please take a few minutes to identify this customer's most important goals and the obstacles that stand in the way. When drafting goals and obstacles, remember to think about internal and external factors that impact the customer. Consider the following questions, and use the reference material in the help menu.' Below this box are two bulleted questions: 'What is the customer trying to achieve (goals)?' and 'What stands in the customer's way (obstacles)?'. At the bottom right of the instructional box is a blue 'SUBMIT DATA' button. Below the instructional box is a help icon (question mark in a circle). Below the help icon are two sections: 'Goals' and 'Obstacles'. Each section has a horizontal line and the text 'The list is empty ...' followed by a blue circular button with a white plus sign.

Prescriptive guidance provided for each exercise

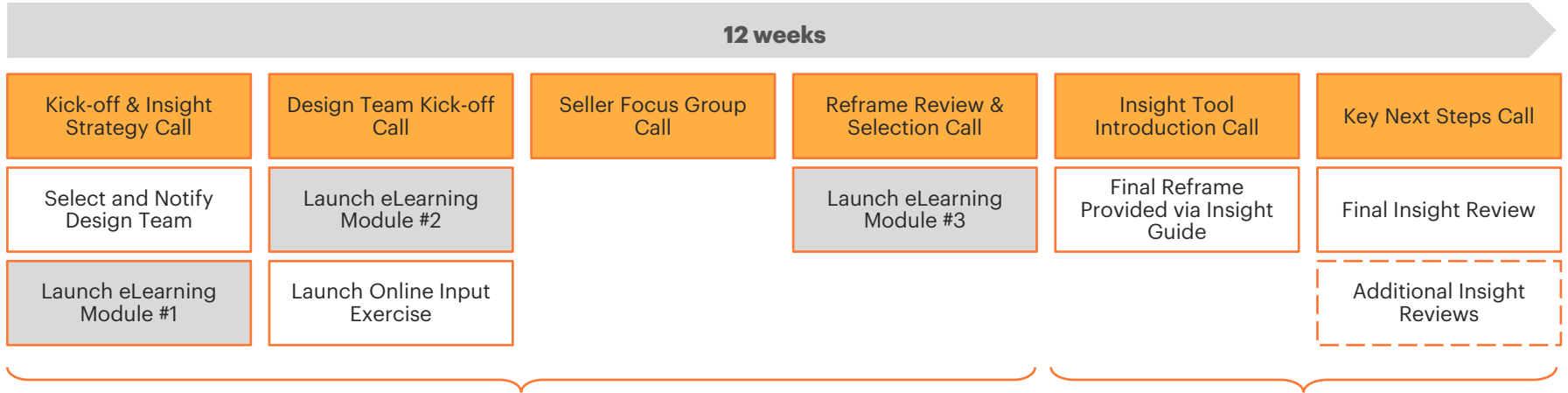
Collaborative exercises gather inputs in real-time

Your Challenger™ Activation subscription provides ongoing access to the tool in order to build a library of Commercial Insights over time.



DESIGNING YOUR FIRST INSIGHT

Develop your first Insight using the Insight Designer Tool, only available through Challenger™ Activation.



Reframe Development

Design Team:

- Select and notify Design Team members
- Scope and select potential Reframes
- Attend and actively participate in input gathering

Challenger:

- Weekly upskilling calls
- Reframe development activities and seller focus group

eLearning Module #1	eLearning Module #2	eLearning Module #3
10 minutes	10 minutes (x2)	10 minutes
What is Commercial Insight?	Understanding the Mental Model Shift	What is Differentiation?
	What Makes a Strong Reframe?	

Insight Finalization

Design Team:

- Build out full Insight using Insight Designer Tool
- Leverage portal resources, and Challenger Guidance

Challenger:

- Review final Insight(s)

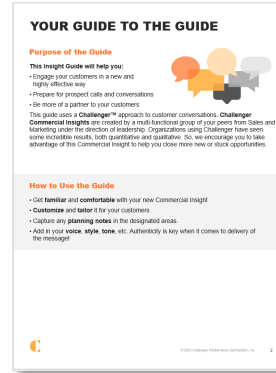


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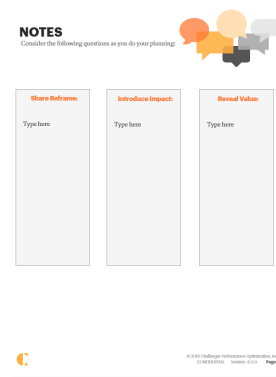
Key Background



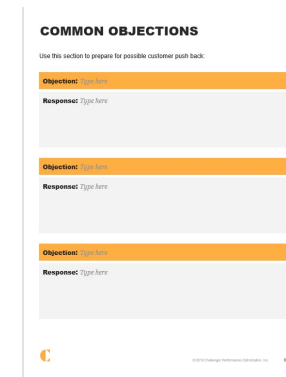
Three-Part Insight



Prep Notes/Templates

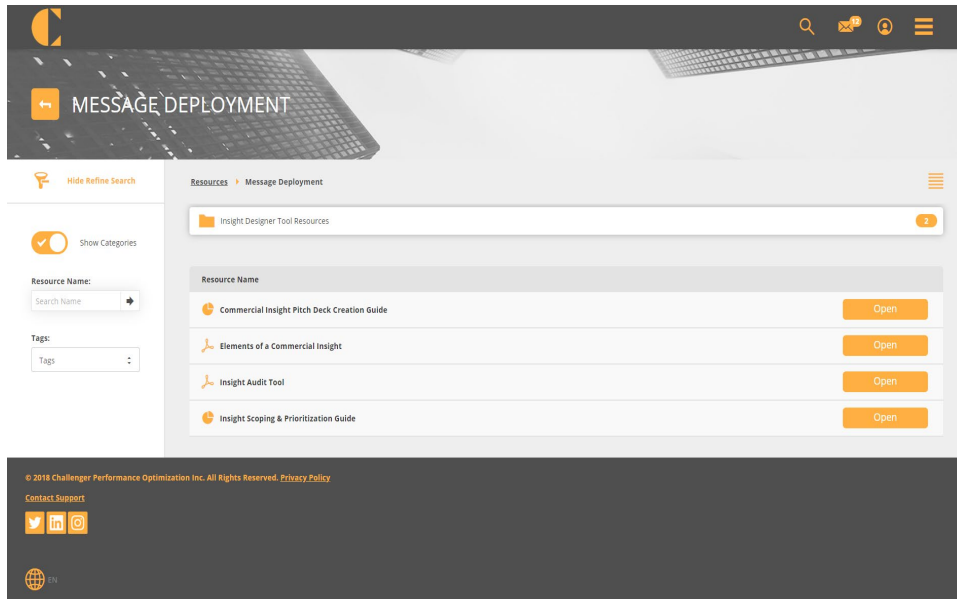


Anticipated Objections



ADDITIONAL INSIGHT DESIGN RESOURCES

A library of resources available to educate teams on the critical components of Commercial Insight and what it takes to effectively develop and deploy Challenger messages.



- Commercial Insight Pitch Deck Creation Guide
- Elements of a Commercial Insight
- Insight Audit Tool
- Insight Scoping & Prioritization Guide

