

**Challenger**

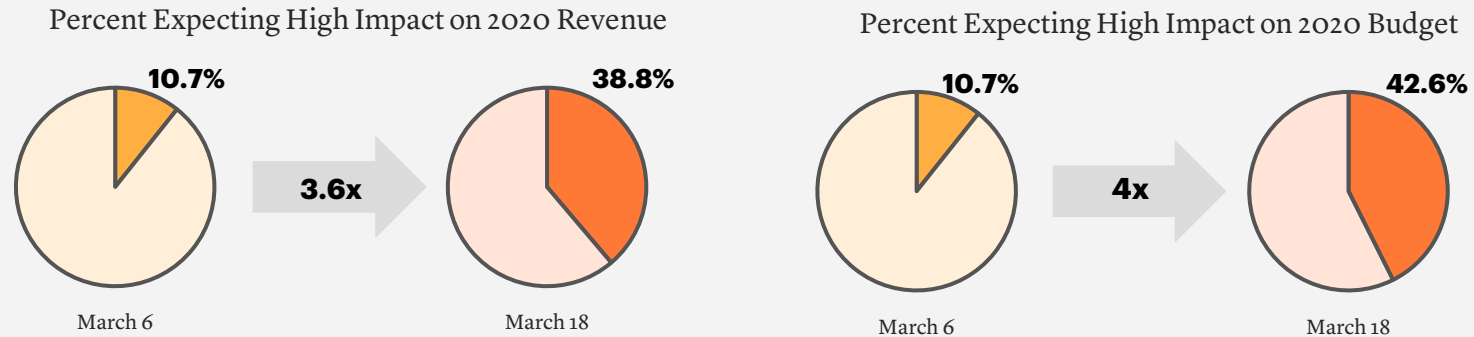


**CHALLENGER  
IN A VIRTUAL  
WORKPLACE**

# AN UNCERTAIN TIME FOR MARKETS

Responding to the uncertainty created by the emergence of the coronavirus, Challenger asked a cross-section of commercial leaders to describe their response to-date, initially on March 6th, and again on March 18th.

## Perceptions of risk have shifted dramatically...



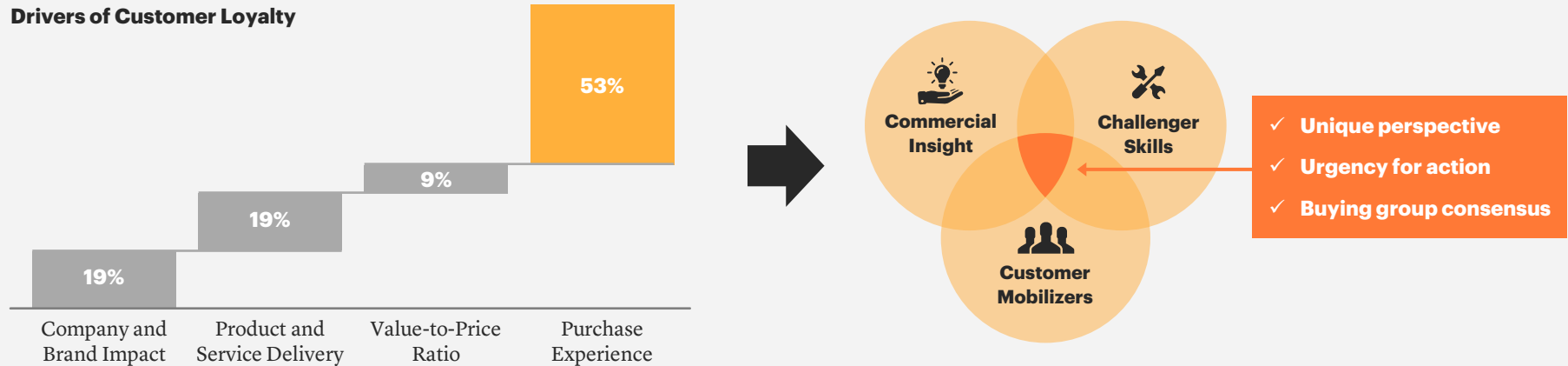
**On average, respondents believe that 29.6% of forecast pipeline revenue has been postponed.**



(First pulse survey responses were collected from 59 respondents March 3-6. Second survey collected 69 responses on March 16-18. Respondents represent a cross-section of commercial leaders.

# A CRITICAL MOMENT FOR SALES LEADERS

In times of uncertainty and disruption, sellers must deliver a purchase experience that engages customers, reframes status quo thinking, and creates demand for your solution.



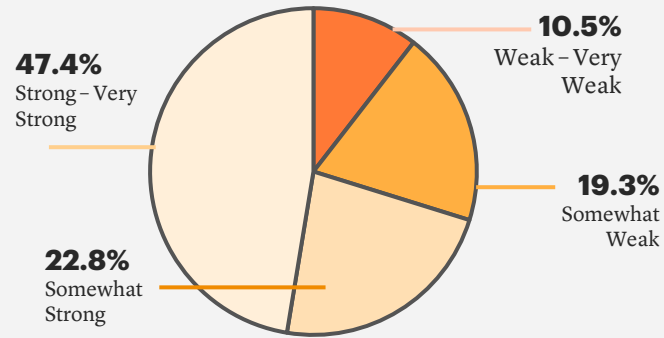
Customers still demand unique, valuable perspective on their market and sellers capable of motivating them to take action, above all else. **They demand Challengers.**



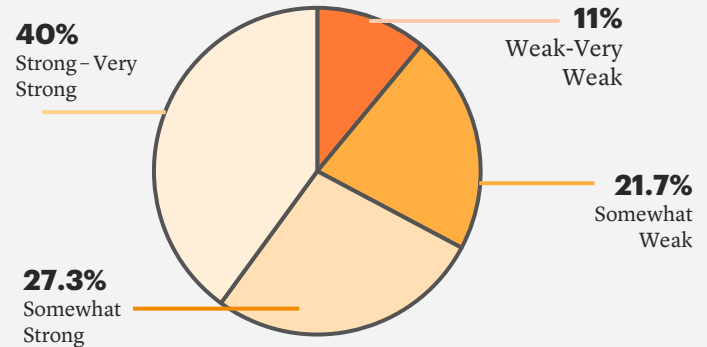
# ARE WE PREPARED?

Challenger asked a cross-section of commercial leaders to rate their ability to perform certain sales-related tasks virtually.

### Ability to train sellers virtually...



### Ability to close business virtually...



# ADAPTING TO DISRUPTION

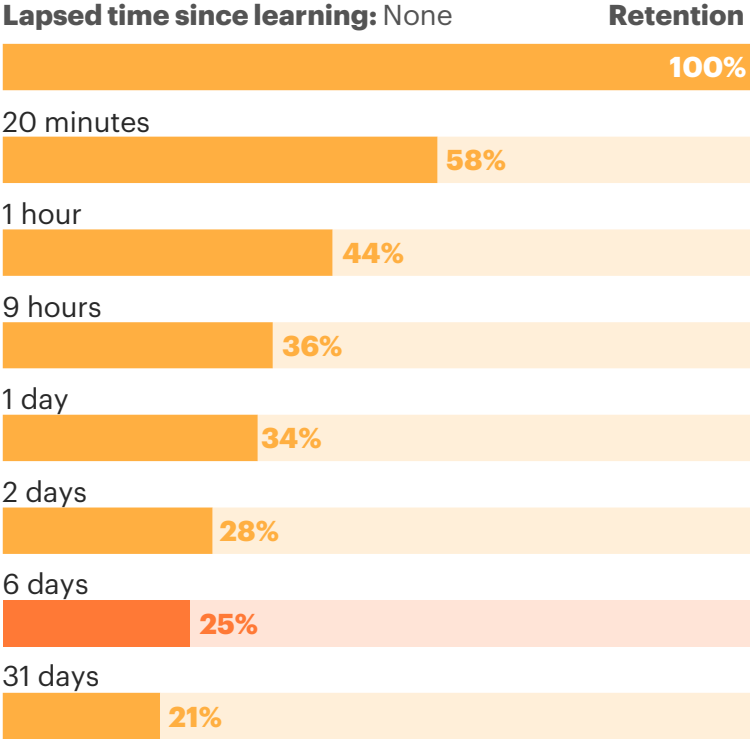
Business disruptions are often transformative. **This one is transforming the way we train and develop our sellers.**



# BEWARE THE 'POINT-IN-TIME' TRAINING TRAP

Many virtual learning and online training courses offer 'point-in-time' training that fails to stick.

## 'THE FORGETTING CURVE'



*Over 100 micro-learning courses for quick tips and tricks*

*A lesson for every sales scenario you'll encounter*

*Gamification to motivate learners*

**The truth is...**



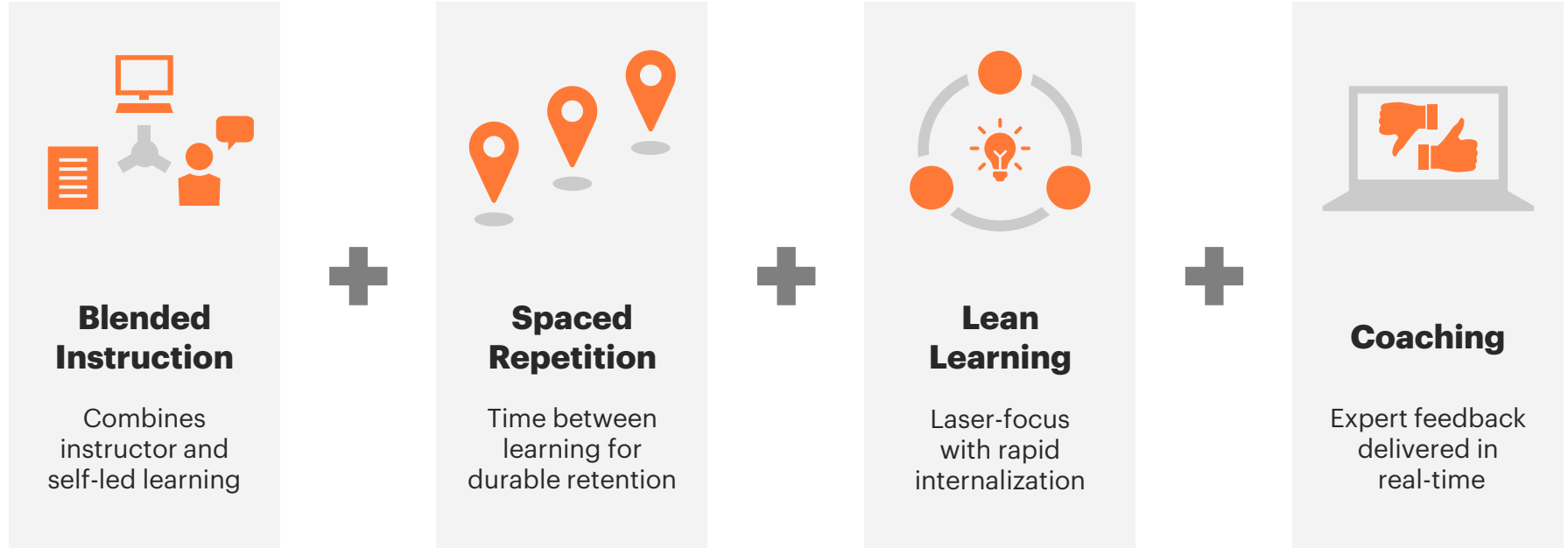
If new information isn't applied, we forget about **75%** of it after just **six days**.



Source: Hermann Ebbinghaus

# FOUR VIRTUAL LEARNING IMPERATIVES

Effective virtual learning guards against 'point-in-time' training pitfalls by focusing on four imperatives.



# CHALLENGER™ VIRTUAL COACH

The intensive, in-person Challenger training experience, **delivered in a virtual workplace**. Develop the foundational Challenger selling skills your teams need to win in today's complex environment with a program designed for learning that sticks.



## Blended Instruction

Combines instructor and self-led learning



## Spaced Repetition

Time between learning for durable retention



## Lean Learning

Laser-focus with rapid internalization



## Coaching

Expert feedback delivered in real-time





# CHALLENGER™ VIRTUAL COACH

Virtual Coach leverages the principles of 'spaced repetition' and 'lean learning' to ensure participants are able to effectively learn and recall the concepts presented to them in a virtual environment.



# CHALLENGER™ VIRTUAL COACH

Expert Challenger Advisors provide dynamic virtual coaching to immediately reinforce learning and provide feedback.



## Blended Instruction

Combines instructor and self-led learning



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## Lean Learning

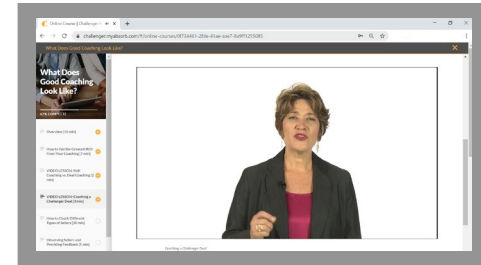
Laser-focus with rapid internalization



## Coaching

Expert feedback delivered in real-time

## Team-Based Coaching from Challenger Advisors



- Recent leaders of elite sales teams
- Deep Challenger Implementation expertise
- Decades of practical experience



# CHALLENGER SELLING FOUNDATIONS

WITH VIRTUAL COACH FOR WORK-EMBEDDED SKILL BUILDING



Sample week plan

