

Challenger

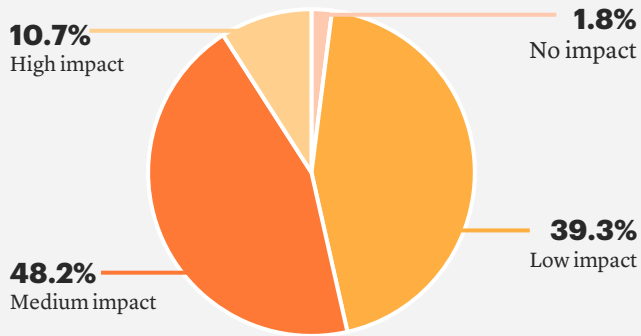


**CHALLENGER™
VIRTUAL DEAL
ACCELERATOR**

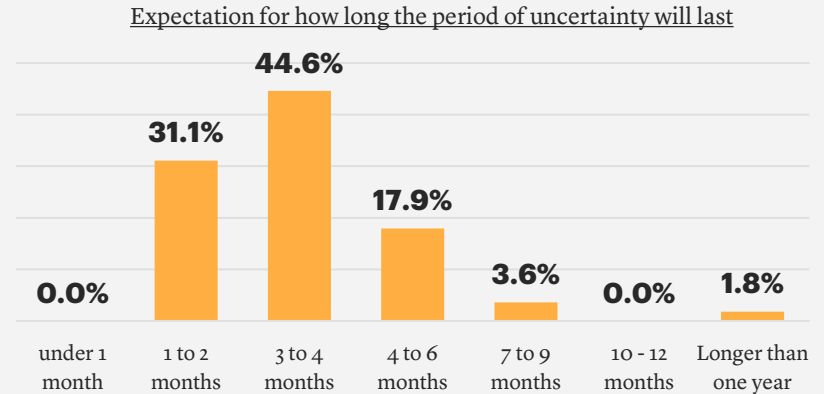
AN UNCERTAIN TIME FOR MARKETS

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.

Companies expect some revenue impact...



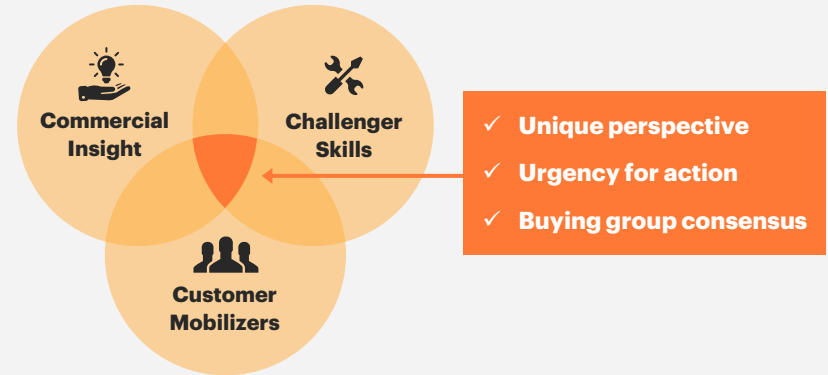
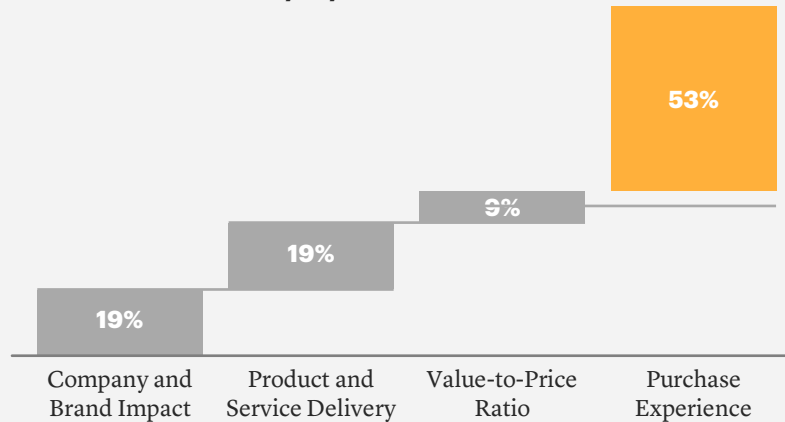
...Over the medium term...



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.

Drivers of Customer Loyalty



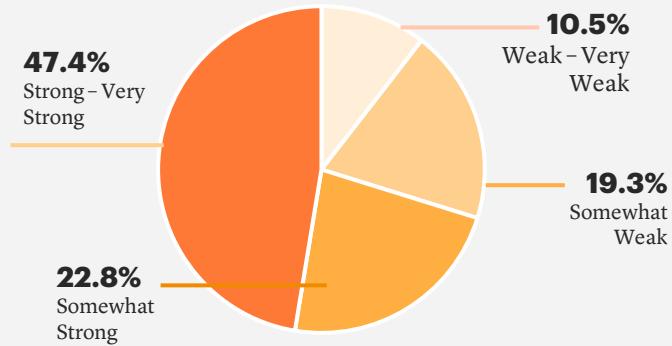
Customers still demand unique, valuable perspective on their market and sellers capable of motivating them to take action, above all else. **They demand Challengers.**



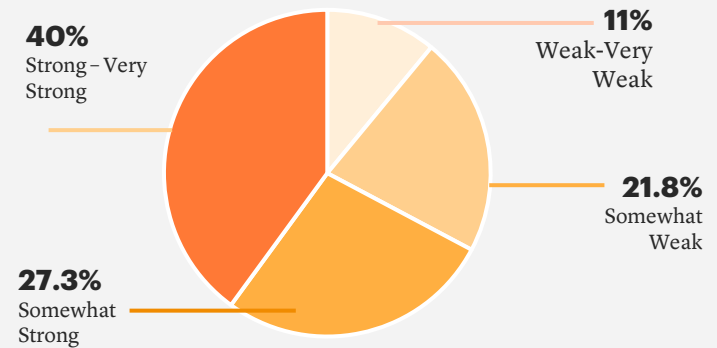
ARE WE PREPARED?

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

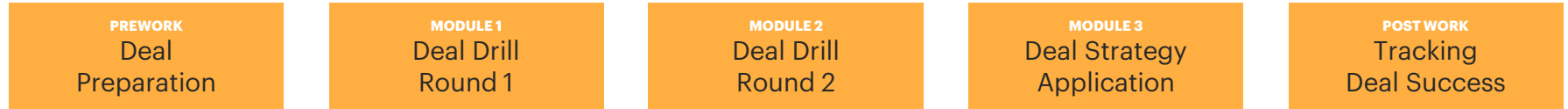
'Black swan' events catch us off guard, they disrupt business-as-usual and are often transformative. **This one is transforming the way we develop and train our sellers.**



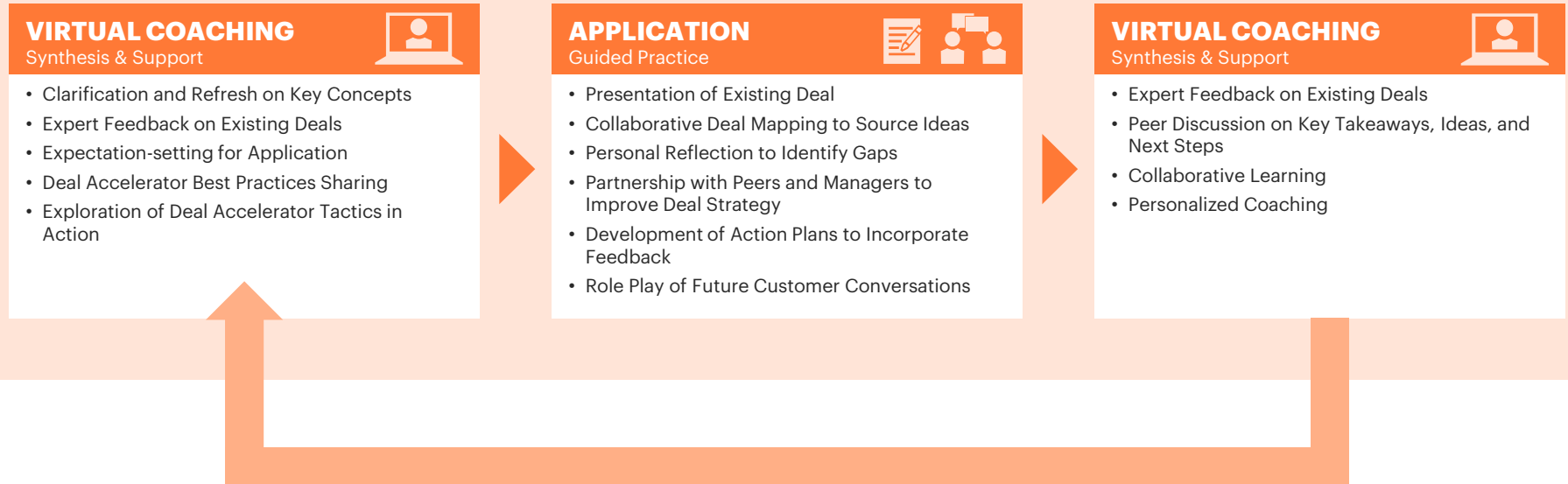
VIRTUAL DEAL ACCELERATOR

WITH VIRTUAL COACH FOR ACTIVE DEAL SUPPORT

Proposed Delivery Cadence to be determined by client preference. Typically, one module per week.



Sample module workflow



VIRTUAL DEAL ACCELERATOR

Topic	Learning Objectives
PREWORK Deal Preparation	<ul style="list-style-type: none">• Refresh participants in key Challenger model concepts• Identify active deals to use for the workshop and gather key information on their current state• Understand the workshop process including participant and manager roles and responsibilities
MODULE 1 Deal Drill Round 1	<ul style="list-style-type: none">• Understand expectations for participation in the workshop• Compile best Deal Accelerator tactics from the organization• Identify strengths and weaknesses in selected deal• Develop strategies to capitalize on strengths and overcome weaknesses to accelerate selected deal
MODULE 2 Deal Drill Round 2	<ul style="list-style-type: none">• Compile best Deal Accelerator tactics and ideas from previous deal drill• Identify strengths and weaknesses in selected deal• Develop strategies to capitalize on strengths and overcome weaknesses to accelerate selected deal
MODULE 3 Deal Strategy Application	<ul style="list-style-type: none">• Prepare for customer conversations based on next steps developed in deal drills• Gain comfort in applying Challenger to deals outside of workshop environment• Demonstrate progress in Deal Accelerator tactics from workshop assignments and virtual coaching
POST WORK Tracking Deal Success	<ul style="list-style-type: none">• Measure impact of the workshop• Drive accountability within the organization

Cadence to be determined by client preference. Typically, one module per week.



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Module	Lessons to Complete	Description	Average Completion Time
PreWork	ASSIGNMENT	Preparation for Deal Accelerator Workshop	2 hours
	MANAGER CONVERSATION	Explanation of Manager Role and Responsibilities	30 minutes
	VIRTUAL COACH SESSION	Welcome Session	30 minutes
Module 1	VIRTUAL COACH SESSION	Introduction and Challenger Deal Accelerators	60 minutes
	APPLY Deal Drill: Round 1	Workshop an Existing Deal	60 minutes
	VIRTUAL COACH SESSION	Small Group Deal Drill Review	30 minutes
Module 2	VIRTUAL COACH SESSION	Large Group Deal Drill Synthesis	30 minutes
	APPLY Deal Drill: Round 2	Workshop an Existing Deal	60 minutes
	VIRTUAL COACH SESSION	Small Group Deal Drill Review	30 minutes
Module 3	VIRTUAL COACH SESSION	Large Group Deal Drill Synthesis & Strategy Application Introduction	60 minutes
	APPLY Deal Strategy Application	Apply and Practice Next Steps from Deal Drills	60 minutes
	VIRTUAL COACH SESSION	Deal Accelerator Highlights & Planning	60 minutes
PostWork	ASSIGNMENT	Continued Discussion of Progress with Manager	As needed

