

### RATE YOUR CHALLENGER CAPABILITIES

Use the mini-assessment below to quickly assess your Challenger inclinations. The next page provides you with scoring parameters and questions you can use to strengthen your Challenger approach.

### INSTRUCTIONS

Read each statement below. Using the 1 to 5 scale, score each statement according to your agreement with how well it describes your personal approach to selling.

1 = Strongly Disagree   2 = Disagree   3 = Neutral   4 = Agree   5 = Strongly Agree

Statement	My Score
1. I often form enduring and useful relationships with customers.	
2. I can effectively offer my customers a unique perspective, teaching them new insights on how my company's products and services will improve their business.	
3. I am a true expert in the products and services I sell, comfortably exceeding the knowledge that any expert purchaser might have.	
4. I often risk disapproval in to express beliefs about what is right for the customer.	
5. When negotiating with customers, I understand what drives value with different customers and adapt my message accordingly.	
6. I can identify the key drivers of a customer's business and use that information to customize my approach.	
7. When it comes to fulfilling customer requests, I usually resolve everything myself.	
8. In more difficult sales situations, I feel comfortable influencing the customer to make a decision.	
9. I can effectively discuss pricing and cost concerns with my customers on their own terms.	
10. I am likely to spend more time on preparation in advance of any sales calls or meetings as compared to everybody else	

## SCORING GUIDE

These scores will give you a quick baseline for your own confidence in the Challenger capabilities

If you rated yourself highly on questions 1, 4, 7, or 10, this means that you have natural sales tendencies in other sales profiles.

**1 = Relationship Builder**   **4 = Lone Wolf**   **7 = Problem Solver**   **10 = Hard Worker**

- Your score for questions 2 and 3 is the number in the **“Teaches for Differentiation”** box below.
- Your score for questions 5 and 6 is the number in the **“Tailors for Resonance”** box below.
- Your score for questions 8 and 9 is the number in the **“Takes Control”** box below.



**Teach for  
Differentiation**



**Tailors for  
Resonance**



**Takes  
Control**

### In each box:

- **8 or Above:** Sounds like you're off to a great start; keep looking for ways to challenge your customers' thinking.
- **5 to 7:** You have a good foundation to build on; target an area for development and start pushing yourself to challenge more.
- **4 or Below:** This may be a slightly new approach for you; think about the area where you feel most comfortable and start your personal development there

## PRE-CALL PLANNING QUESTIONS

These questions can help you prepare for customer interactions using the Challenger approach.



### Teaches for Differentiation

- What business problem will you be focusing on with this customer? How do you know this is of critical importance to them? How have you seen similar companies approach this problem?
- How are these business problems preventing the customer from achieving his or her business objectives? How does this impact the senior stakeholder team?
- What can we teach the customer about a better way to go about achieving his or her business objective?
- How new/intriguing will this insight be to the customer? Why hasn't the customer figured it out already?



### Tailors for Resonance

- What is unique about this company's position in the marketplace? Where are they most vulnerable?
- How would the customer describe this business problem's impact on their operations?
- What are the individual's job responsibilities and key performance indicators? How will he or she measure success?
- How do our offerings help this individual achieve his or her function-specific goals?



### Takes Control

- What do you want to get out of this interaction? What will you have to achieve to consider it a success?
- What gives you power/leverage over your customer in this interaction? What gives your customer power over you?
- What are your next steps to ensure the purchase process moves forward?
- What is your understanding of the customer's buying process?

