Imagine your team’s results if every seller successfully applied the Challenger™ capabilities and insights they’ve been taught. Scale coaching and better focus your team’s reinforcement to become customer-ready.

**Challenge**

Commercial leaders constantly search for scalable, creative ways to drive change in their teams. They invest heavily in improving seller performance, developing new insights, and arming managers to coach, all in the name of profitable growth and greater market share. Yet leaders remain unsure whether sellers are leveraging the training investment—are sellers consistently applying and sharpening their skills? Are managers providing effective coaching reinforcement?

With Challenger™ at the core of video technology, it can drive outcomes such as:

**Retention of Sales Training Without Coaching**

<table>
<thead>
<tr>
<th>Day 1</th>
<th>Day 30</th>
</tr>
</thead>
<tbody>
<tr>
<td>100%</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Productivity Impact of Training with Coaching**

<table>
<thead>
<tr>
<th>Training Alone</th>
<th>Training and Coaching</th>
</tr>
</thead>
<tbody>
<tr>
<td>22%</td>
<td>88%</td>
</tr>
</tbody>
</table>

Without on-the-job reinforcement, sales professionals lose 87% of training insights within one month...

...but combining training with coaching improves returns fourfold relative to training alone.

Source: CEB analysis.

**What the Best Companies Do™**

Leading companies have begun using video technology to drive behavior change. The medium is ideal for sharing, distributing, and even observing seller skills. Video technology also enables managers to provide feedback and more efficiently focus their in-person coaching time on the most critical areas for improvement.

**Contact Us**

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Scale sales coaching to reinforce behavior change.
The capability to observe many reps allows managers to easily deliver coaching by feedback and strengthen their ability to accurately coach to the Challenger selling model.

Embedding Challenger skills into rep workflow.
Structured practice sessions let sellers safely practice techniques, receive peer and manager feedback, and share examples of great selling in action. This ensures sellers are applying Challenger principles to their actual opportunities and interactions.

Improving delivery of disruptive Commercial Insights.
Insight practice sessions help sellers learn, tailor, and sharpen new insights, which are easily captured and distributed.

How It Works

Sales leadership launches a program from our template library. Programs include a variety of mediums including video responses, multiple choice questions, text responses, document downloads, and more.

Sellers respond through video, which may include reviewing the most effective commercial insights from peers before recording their own. Sellers can record on a laptop or mobile device, at home or on the road.

Sales managers can view their entire teams completed programs in one place, log feedback for coaching sessions, and identify behaviors that sellers are struggling with.

Sellers receive feedback from managers as well as specific examples to model to sharpen their approach for their next sales interaction. Based on program results, leaders deploy the next program to continue team improvement.

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