

Test Your Commercial Insight

Benefits

This exercise will help you determine the extent to which your current sales and marketing messages meet commercial teaching requirements.

Customer consensus requires a new approach—one where Sales and Marketing work together to identify Challenger™ customers and equip them to win over the rest of the buying group. Sales and Marketing must use commercial insights to get these customers to disrupt their colleagues' way of thinking and create the time, place, and reason for them to take action.

How Strong Is Your Commercial Insight?

Assess the strength of a single commercial insight using the following criteria:

General Review of the Insight	Y	N
Our message leads to our features and benefits and does not lead with our features and benefits, company overview, and/or client list.	<input type="checkbox"/>	<input type="checkbox"/>
Our message is centered on our customers' business and not our solutions.	<input type="checkbox"/>	<input type="checkbox"/>
Our message highlights our unique differentiators (at the company level, line of business or segment or for a particular solution).	<input type="checkbox"/>	<input type="checkbox"/>
Our message creates an "Aha!" moment for the customer by: <ul style="list-style-type: none">▪ Convincing the customer that the costs associated with inaction are bigger than they realize, or▪ Teaching the customer that the root cause(s) of business problem(s) aren't what they realize, or▪ Helping the customer appreciate an unknown business problem.	<input type="checkbox"/>	<input type="checkbox"/>
Our message appeals to the customer on an emotional level through storytelling, anecdotes, humor, and other means.	<input type="checkbox"/>	<input type="checkbox"/>
Our insight leads customers exclusively to our strengths as a supplier.	<input type="checkbox"/>	<input type="checkbox"/>
Our insight has scale (e.g., scales across a customer segment, a line of business, a product line) that applies to a broad set of customers and prospects.	<input type="checkbox"/>	<input type="checkbox"/>
Our insight is easily understood by our customers (and sales force alike).	<input type="checkbox"/>	<input type="checkbox"/>

(Continued on the next page)

Contact Us to Learn More

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Detailed Review: Conventional Wisdom of Customer's Business	Y	N
We have determined and validated a small set of assumptions that nearly all customers have regarding how their business works and the actions they should be taking (i.e., the conventional wisdom). These assumptions are specifically related to our capabilities or products or services.	<input type="checkbox"/>	<input type="checkbox"/>
This conventional viewpoint is generally applicable across the customer segment (i.e., it is rare that customers disagree with the conventional viewpoint).	<input type="checkbox"/>	<input type="checkbox"/>
We have determined that at least one—if not more—of these assumptions is flawed.	<input type="checkbox"/>	<input type="checkbox"/>
We have data or other evidence to support just how pervasive this conventional viewpoint is across this customer segment.	<input type="checkbox"/>	<input type="checkbox"/>
Detailed Review: Highlight What the Customer Has Overlooked or Misunderstood	Y	N
We offer a clear, evidenced explanation of why this conventional viewpoint is not valid. Most commonly, it is due to something changing.	<input type="checkbox"/>	<input type="checkbox"/>
Our message clearly accounts for the costs of either inaction—or wrong action—and not just the ROI of our product/solution/set of capabilities.	<input type="checkbox"/>	<input type="checkbox"/>
We have amassed stories and anecdotes explaining how similar organizations fell victim to inaction—or wrong action—to help humanize our insight and to exemplify the real consequences and stakes for our customers.	<input type="checkbox"/>	<input type="checkbox"/>
Detailed Review: The New Customer Approach	Y	N
Our insight details the best course of action for a customer to take, which is intentionally devoid of our product/solution/set of capabilities. This underscores the importance of teaching the customer about managing their business (not our products).	<input type="checkbox"/>	<input type="checkbox"/>
This new approach is best supported by your organization's unique strengths. This relationship can be evidenced to the customer once they acknowledge that this new approach is the right direction for their business.	<input type="checkbox"/>	<input type="checkbox"/>
We have evidenced our unique strengths—or at least our ability to outperform our competition—as part of our commercial insight. This allows us to claim that “we are best positioned to help you take action on this new approach...”	<input type="checkbox"/>	<input type="checkbox"/>



If you answered “no” to one or more of the questions above, visit challengercustomer.com to learn how CEB can improve your organization's commercial insight creation process.

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