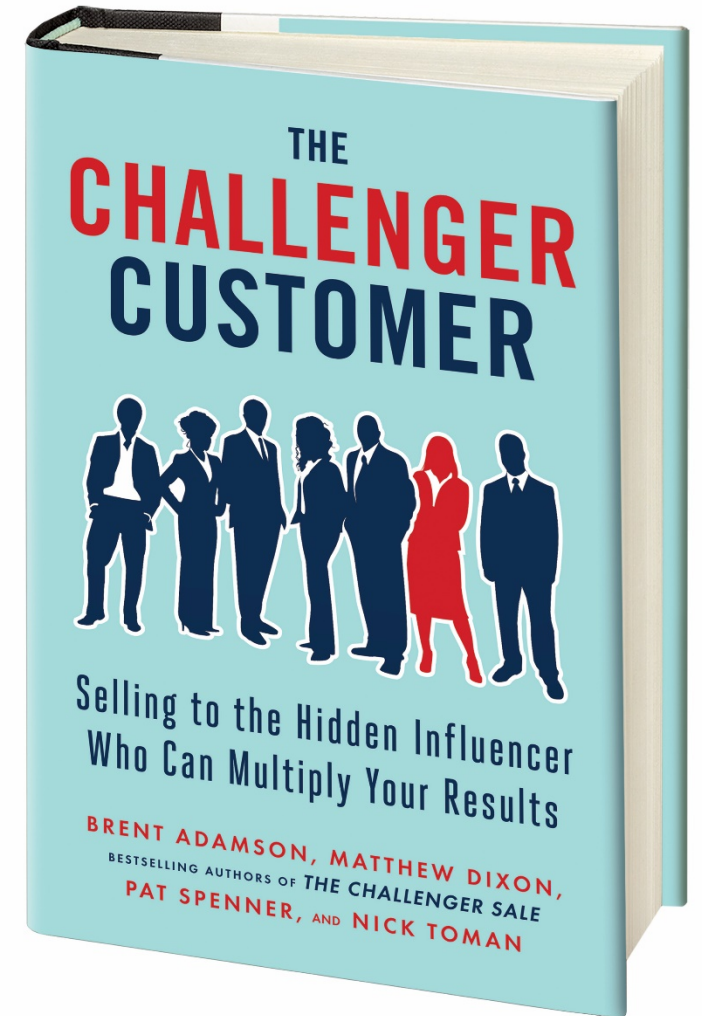
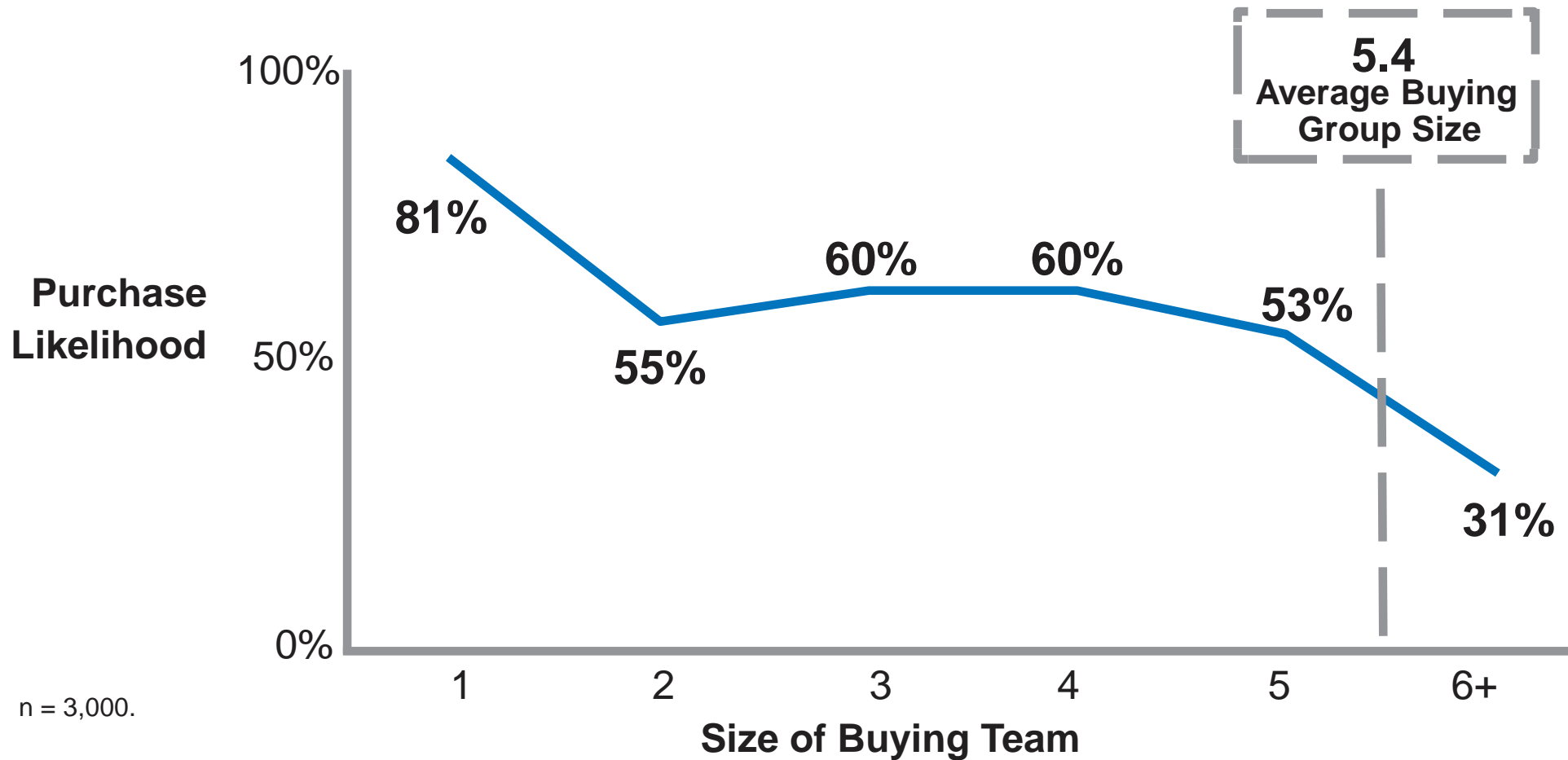


An Introduction to *The Challenger Customer*



Bigger Groups, Fewer Purchases

Purchase groups have become increasingly larger in B2B buying and now include stakeholders from a wide variety of locations, functions and seniority levels. This means that the individuals in these groups often have unique goals, needs and priorities making group consensus less likely.



n = 3,000.

Seven Types of Customer Stakeholders



The Go-Getter



The Skeptic



The Friend



The Teacher



The Guide



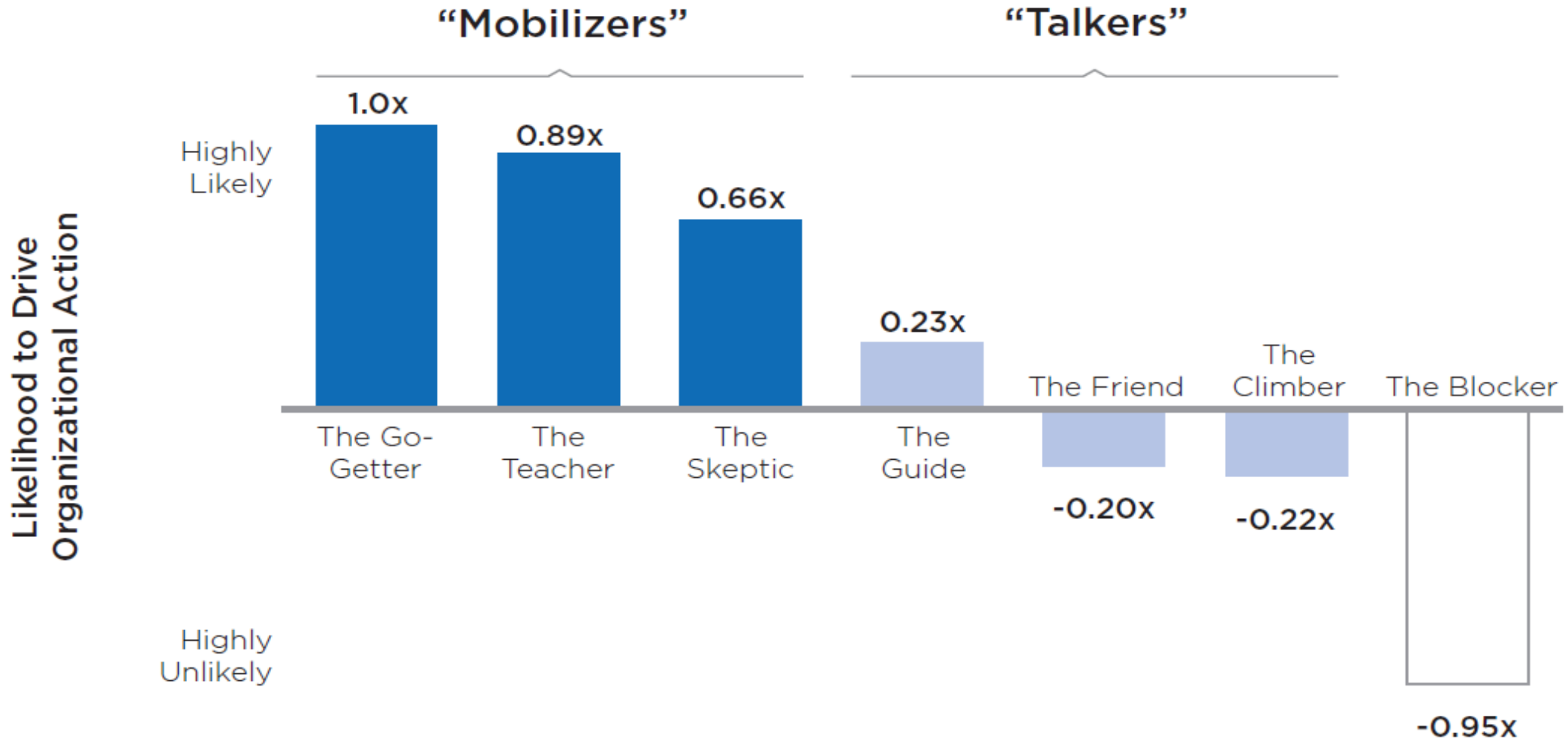
The Climber



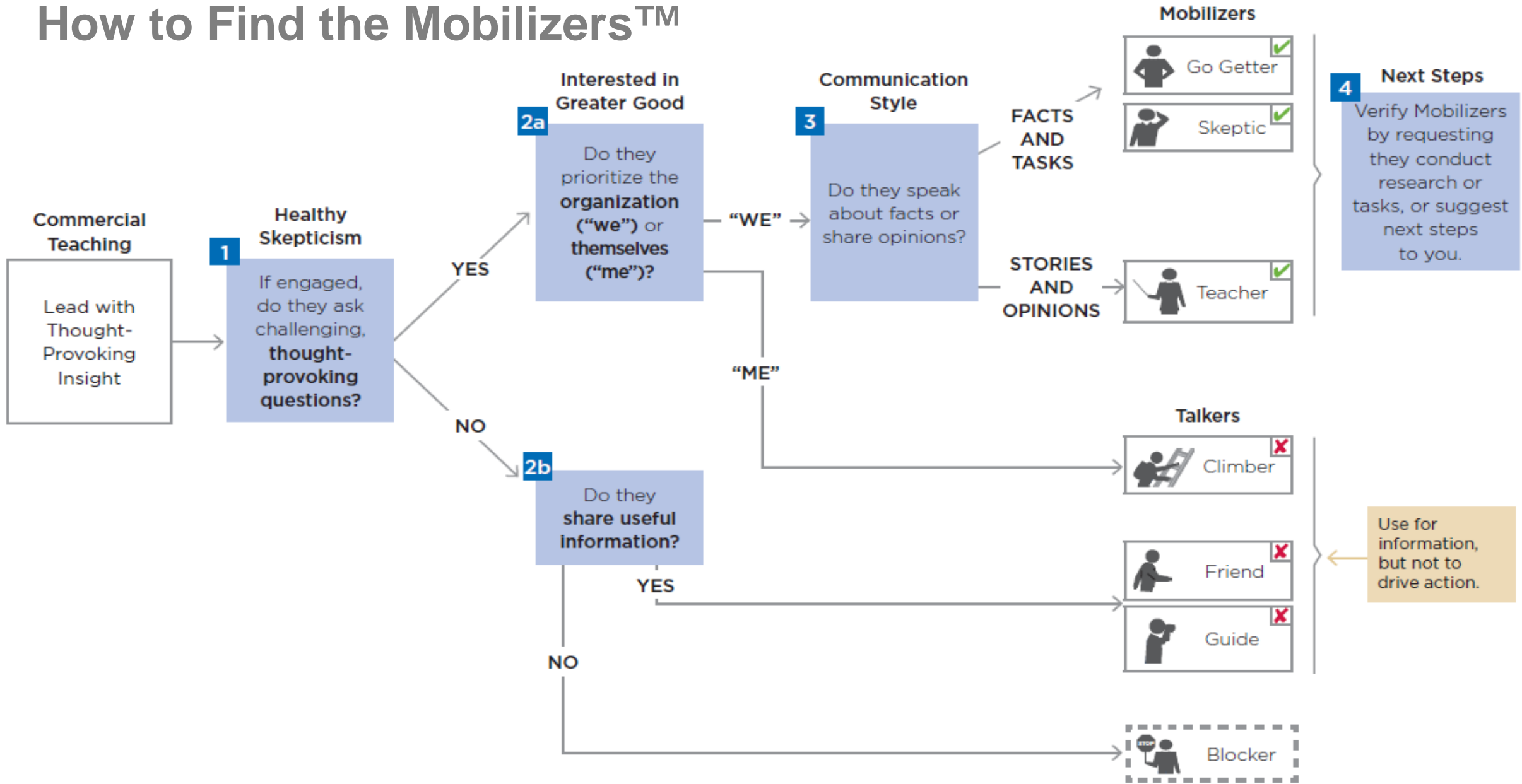
The Blocker

Mobilizer™ Customers Get the Deal Done

Individual customers who fit the mobilizer profile are much more likely than others to push their buying group towards a consensus purchase decision if they are properly engaged.



How to Find the Mobilizers™



CEB Support

Create Commercial Insights

- Develop Commercial Insights that reframe your customers in partnership with CEB

Engage Customers Where They Learn

- Certify your team to apply CEB's Challenger™ Messaging methodology to develop insights at scale
- Develop a content strategy and associated customer-ready assets to deliver Commercial Insights
- Build and improve your team's broader marketing knowledge

Engage Customers Through Sales

- Hire sellers more likely to succeed and consistently demonstrate Challenger behaviors
- Develop and build Challenger seller and manager skills
- Arm sellers to identify and activate Mobilizer™ customers and manage consensus

Drive Efficiency and Impact Through Enablement

- Develop sales managers to effectively coach Challenger sales teams
- Improve sellers' customer conversations using mobile, video-based software to support seller practice and model what great selling looks like for new hires

CEB Sales Leadership Council and CEB Marketing Leadership Council™ provide:

- Best Practice Research
- Functional Benchmarking
- Advisory Support
- Executive Networking
- Staff Development Tools and Workshops
- Change Management Resources

Learn More:

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