

the challenger sale pdf

the challenger sale pdf has become an essential resource for sales professionals seeking to enhance their selling techniques and achieve better results. This comprehensive guide is based on the groundbreaking sales methodology introduced by Matthew Dixon and Brent Adamson, which challenges traditional sales approaches. The challenger sale emphasizes teaching, tailoring, and taking control of the sales conversation, making it a transformative strategy for modern selling environments. Many sales teams and individuals look for the challenger sale pdf to study and implement these concepts effectively. This article explores the core principles of the challenger sale, the benefits of accessing the pdf format, and how to leverage this methodology to improve sales performance. Additionally, it discusses the different types of sales reps identified in the challenger sale research and offers practical tips for applying the challenger sale approach in various industries. The following sections provide a detailed overview and actionable insights related to the challenger sale pdf.

- Understanding the Challenger Sale Methodology
- Benefits of the Challenger Sale PDF
- Types of Sales Representatives in the Challenger Sale
- Key Principles and Strategies in the Challenger Sale
- Implementing the Challenger Sale in Your Sales Process
- Common Challenges and Solutions When Using the Challenger Sale

Understanding the Challenger Sale Methodology

The challenger sale methodology revolutionizes traditional sales by focusing on insight-driven selling rather than relationship-building alone. This approach is based on extensive research conducted by CEB (now Gartner), which identified five distinct types of sales representatives. Among them, the "Challenger" type consistently outperforms others by teaching customers new perspectives, tailoring messages, and asserting control over the sales process. The challenger sale pdf serves as a comprehensive guide to this methodology, offering detailed explanations, case studies, and actionable techniques. Sales professionals can deepen their understanding by studying the pdf to align their strategies with proven success factors. The methodology encourages salespeople to move beyond simply answering customer needs and instead proactively challenge customer thinking to create value.

Origins and Research Behind the Challenger Sale

The challenger sale concept emerged from an in-depth study of thousands of sales reps across various industries. Researchers found that traditional relationship-building alone was no longer

sufficient in complex sales environments. Instead, the most successful salespeople were those who provided unique insights and assertive guidance. This research led to the development of the challenger sale framework, which the pdf document thoroughly outlines. The study reshaped the understanding of effective sales behaviors and continues to influence sales training and development worldwide.

Core Components of the Challenger Sale

The challenger sale methodology is built around three main behaviors: teaching for differentiation, tailoring for resonance, and taking control of the sale. Teaching involves providing customers with insights that reframe their thinking and highlight overlooked problems. Tailoring means customizing the sales approach to the specific needs and values of different stakeholders. Taking control requires confident management of the sales process, including handling objections and driving constructive tension. The challenger sale pdf explains these components in detail, enabling sales teams to implement them systematically.

Benefits of the Challenger Sale PDF

Accessing the challenger sale pdf offers numerous advantages for sales professionals and organizations. The document provides a structured and in-depth presentation of the challenger sale principles, making it easier to study and reference key concepts. Having the material in pdf format allows for offline access, note-taking, and distribution within sales teams. Furthermore, the pdf often includes supplementary resources such as worksheets, examples, and summaries that support learning and application. Using the challenger sale pdf as a training tool can accelerate onboarding and skill development. It also ensures consistency in messaging and approach across an organization's sales force.

Comprehensive Coverage of Sales Techniques

The challenger sale pdf typically covers all aspects of the methodology, from understanding customer psychology to executing sales conversations effectively. It includes detailed explanations of the five sales rep profiles, strategies for teaching and tailoring, and guidance on managing complex sales cycles. This comprehensive coverage helps sales professionals grasp the full scope of the challenger sale, rather than piecemeal knowledge from articles or summaries.

Practical Application Tools

Many versions of the challenger sale pdf include practical tools such as checklists, conversation templates, and role-playing exercises. These resources facilitate the translation of theory into practice. Sales teams can use these tools to refine their messaging, practice challenging customer assumptions, and improve objection handling skills. The practical nature of the pdf content supports continuous improvement and skill mastery.

Types of Sales Representatives in the Challenger Sale

The challenger sale research identifies five distinct sales rep profiles, each with unique characteristics and approaches. Understanding these types is crucial for recognizing the strengths and limitations of different selling styles. The challenger sale pdf elaborates on these profiles, providing insights into how each type performs in various sales scenarios. Organizations can use this knowledge to align sales roles with individual strengths or train reps to adopt challenger behaviors.

The Five Sales Rep Profiles

- **The Hard Worker:** Highly motivated and willing to go the extra mile, but may lack strategic insight.
- **The Relationship Builder:** Focuses on building strong personal connections, often at the expense of challenging customers.
- **The Lone Wolf:** Independent and confident, but sometimes difficult to manage or align with team goals.
- **The Reactive Problem Solver:** Detail-oriented and reliable, excels at responding to customer needs but lacks proactive teaching.
- **The Challenger:** Combines deep understanding with assertive teaching and control, driving superior sales results.

Why Challengers Outperform Others

The challenger sale pdf highlights that challengers outperform other rep types because they bring unique value to the customer. They do not simply comply with customer requests but instead provide insights that change the customer's perspective. This proactive approach enables challengers to lead conversations, differentiate their offerings, and close more complex deals. Training sales teams to adopt challenger behaviors is a strategic priority for many organizations seeking competitive advantage.

Key Principles and Strategies in the Challenger Sale

The challenger sale rests on several key principles and strategies designed to reshape the sales approach from reactive to proactive. These strategies are thoroughly detailed in the challenger sale pdf, providing sales professionals with a clear roadmap for success. Mastering these principles allows salespeople to engage customers more effectively, create meaningful differentiation, and drive sales growth.

Teaching for Differentiation

Teaching involves delivering unique insights that challenge the customer's status quo. Instead of responding passively to customer needs, sales reps using the challenger method educate buyers on problems they may not have fully recognized. This insight-driven selling helps differentiate the supplier and positions the rep as a valuable consultant rather than a vendor. The challenger sale pdf includes examples of effective teaching scripts and techniques to develop this skill.

Tailoring for Resonance

Tailoring requires customizing the sales message to fit the specific priorities and challenges of different stakeholders within the buying organization. The challenger sale pdf emphasizes the importance of understanding various decision makers' perspectives and adapting communication accordingly. Tailoring increases the relevance of the sales message, improving engagement and trust.

Taking Control of the Sale

Taking control means confidently guiding the sales process, managing objections, and maintaining constructive tension. Challengers are comfortable pushing back when necessary to drive the deal forward. The challenger sale pdf provides strategies for assertive communication and overcoming common sales obstacles, ensuring reps maintain momentum in complex negotiations.

Implementing the Challenger Sale in Your Sales Process

Adopting the challenger sale methodology requires deliberate planning and training. The challenger sale pdf offers a step-by-step framework for integrating challenger principles into existing sales processes. Implementation typically involves assessing current sales behaviors, identifying gaps, and designing targeted training programs. Successful adoption leads to more effective sales conversations, higher win rates, and stronger customer relationships.

Training and Development

Effective implementation starts with comprehensive training based on the challenger sale pdf content. Sales teams need to understand challenger behaviors and practice applying them in real-world scenarios. Role-playing, coaching, and feedback are critical components of this development. The pdf's detailed guidance supports trainers in delivering consistent and impactful programs.

Aligning Sales Tools and Messaging

Organizations should align their sales collateral, messaging frameworks, and CRM tools to support challenger behaviors. The challenger sale pdf outlines how to craft messaging that teaches and tailors effectively. Additionally, sales enablement tools can be customized to prompt reps to take

control and challenge customer assumptions.

Measuring Success and Continuous Improvement

Monitoring key performance indicators such as win rates, deal size, and sales cycle length helps evaluate the impact of challenger sale adoption. The pdf suggests metrics and feedback mechanisms for continuous improvement. Regular review and refinement ensure that challenger principles remain embedded in sales culture.

Common Challenges and Solutions When Using the Challenger Sale

While the challenger sale methodology offers significant benefits, implementing it can present challenges. The challenger sale pdf addresses common obstacles and provides solutions to overcome them. Understanding these challenges helps organizations plan for smoother transitions and sustained success.

Resistance to Change

Salespeople accustomed to traditional relationship selling may resist adopting challenger behaviors. The pdf recommends strong leadership support, clear communication of benefits, and incremental training to ease this transition. Emphasizing real-world success stories can also motivate adoption.

Balancing Assertiveness and Customer Relationships

Challengers must carefully balance assertiveness with maintaining positive customer relationships. The challenger sale pdf provides techniques for managing tension constructively without alienating buyers. Developing emotional intelligence and active listening skills is crucial in this regard.

Adapting to Different Sales Environments

The challenger approach may require customization depending on industry, product complexity, and customer culture. The pdf encourages sales teams to adapt challenger principles flexibly while preserving core behaviors. This adaptability ensures relevance across diverse selling contexts.

Frequently Asked Questions

What is 'The Challenger Sale' PDF about?

'The Challenger Sale' PDF outlines a sales approach based on teaching, tailoring, and taking control of the sales conversation. It emphasizes challenging customers' thinking to drive better sales

outcomes.

Where can I download 'The Challenger Sale' PDF legally?

You can purchase or legally download 'The Challenger Sale' PDF from official retailers like Amazon, or through the publisher's website. Free downloads from unauthorized sites are typically illegal.

Who are the authors of 'The Challenger Sale'?

'The Challenger Sale' was authored by Matthew Dixon and Brent Adamson, both of whom are sales experts from CEB (now Gartner).

What are the five types of sales reps described in 'The Challenger Sale' PDF?

The PDF describes five types of sales reps: The Hard Worker, The Relationship Builder, The Lone Wolf, The Reactive Problem Solver, and The Challenger.

Why is the Challenger sales model considered effective?

The Challenger sales model is effective because it encourages reps to teach customers new insights, tailor their sales approach, and assert control over the sales process, leading to higher success rates.

Does 'The Challenger Sale' PDF provide practical sales techniques?

Yes, the PDF includes practical techniques such as tailoring messages to customer needs, delivering insights, and managing the sales conversation to close deals effectively.

Can 'The Challenger Sale' PDF be useful for beginners in sales?

Absolutely, 'The Challenger Sale' offers foundational concepts that can help beginners understand modern sales strategies and improve their effectiveness.

How does 'The Challenger Sale' PDF suggest handling customer objections?

'The Challenger Sale' recommends addressing objections by using insights to reframe the customer's perspective and guide them toward the best solution.

Is there a summary or cheat sheet available for 'The Challenger Sale' PDF?

Yes, many sales professionals and websites offer summaries and cheat sheets that distill the key

concepts of 'The Challenger Sale' for quick reference.

How does 'The Challenger Sale' PDF differ from traditional sales methods?

'The Challenger Sale' differs by focusing on teaching and challenging customers rather than just building relationships or responding reactively, promoting a more proactive and insight-driven sales approach.

Additional Resources

1. *The Challenger Sale: Taking Control of the Customer Conversation* by Matthew Dixon and Brent Adamson

This groundbreaking book introduces the Challenger Sales Model, emphasizing the importance of teaching, tailoring, and taking control during sales interactions. It challenges traditional relationship-building sales techniques and advocates for a more assertive, insight-driven approach. The authors use extensive research to demonstrate why Challengers outperform other sales representatives consistently.

2. *Insight Selling: Surprising Research on What Sales Winners Do Differently* by Mike Schultz and John Doerr

Insight Selling focuses on how top salespeople use insights to influence customer thinking and buying behavior. This book complements the Challenger Sale by highlighting how understanding customer needs and delivering valuable insights can differentiate sales professionals. It offers practical strategies for engaging clients in meaningful conversations that lead to sales success.

3. *New Sales. Simplified.: The Essential Handbook for Prospecting and New Business Development* by Mike Weinberg

A practical guide to prospecting and securing new business, this book breaks down the sales process into actionable steps. It aligns well with the Challenger Sale philosophy by encouraging salespeople to be proactive and confident in their outreach efforts. Weinberg emphasizes the importance of preparation, messaging, and persistence in winning new clients.

4. *SPIN Selling* by Neil Rackham

SPIN Selling is a classic in the sales literature, focusing on Situation, Problem, Implication, and Need-Payoff questioning techniques. This methodology complements the Challenger Sale by providing a structured approach to uncovering customer needs and guiding decision-making. Rackham's research-based insights help sales professionals improve complex sales conversations.

5. *Cracking the Sales Management Code: The Secrets to Measuring and Managing Sales Performance* by Jason Jordan and Michelle Vazzana

This book delves into sales management metrics and strategies, helping leaders understand how to drive performance effectively. It supports the Challenger Sale approach by focusing on managing behaviors and activities that lead to successful sales outcomes. Jordan and Vazzana provide frameworks for aligning sales efforts with business objectives.

6. *Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale* by Paul Smith

Storytelling is a powerful tool in the Challenger Sale toolkit, and this book teaches how to craft and deliver stories that resonate with customers. Paul Smith explains how narratives can simplify

complex ideas and create emotional connections that influence buying decisions. The book offers practical tips for integrating storytelling into sales conversations.

7. Predictable Revenue: Turn Your Business Into a Sales Machine with the \$100 Million Best Practices of Salesforce.com by Aaron Ross and Marylou Tyler

Predictable Revenue outlines a systematic approach to building scalable and repeatable sales processes. It complements the Challenger methodology by advocating for disciplined prospecting and lead generation strategies. The book shares insights from Salesforce.com's success in creating consistent sales growth.

8. The Sales Acceleration Formula: Using Data, Technology, and Inbound Selling to go from \$0 to \$100 Million by Mark Roberge

Mark Roberge combines data-driven strategies with inbound selling techniques to accelerate sales growth. This book supports the Challenger Sale's emphasis on leveraging insights and technology to influence customers. It provides a blueprint for building high-performing sales teams through metrics and continuous improvement.

9. To Sell Is Human: The Surprising Truth About Moving Others by Daniel H. Pink

Daniel Pink explores the changing landscape of sales and persuasion in this insightful book. While different in style, it complements the Challenger Sale by focusing on the human elements of selling, such as attunement, buoyancy, and clarity. Pink offers practical advice for anyone looking to improve their ability to influence and persuade effectively.

[The Challenger Sale Pdf](#)

The Challenger Sale PDF

Name: Mastering the Challenger Sale: A Strategic Guide to Winning Big Deals

Outline:

Introduction: The Changing Sales Landscape and the Rise of the Challenger Sale

Chapter 1: Understanding the Five Sales Representative Archetypes (Challenger, Hard Worker, Lone Wolf, Reactive Problem Solver, Relationship Builder)

Chapter 2: The Challenger Approach: Teaching Customers, Not Just Selling to Them

Chapter 3: Developing Insight and Uncovering Hidden Needs

Chapter 4: Crafting Compelling Value Propositions and Tailored Solutions

Chapter 5: Mastering the Art of the Challenger Conversation

Chapter 6: Handling Objections and Building Consensus

Chapter 7: Closing the Deal and Building Long-Term Relationships

Conclusion: Sustaining Challenger Success and Continuous Improvement

Mastering the Challenger Sale: A Strategic Guide to Winning Big Deals

The sales landscape has dramatically shifted. Gone are the days where simply being friendly and building rapport guarantees success. Today's buyers are more informed, more discerning, and demand more value. This is where the Challenger Sale comes in. This revolutionary approach, detailed extensively in the accompanying PDF, provides a proven framework for sales professionals to significantly improve their win rates and close bigger deals. Forget the traditional, passive sales methodologies; the Challenger Sale empowers salespeople to become trusted advisors, teaching and guiding their clients to solutions they may not even realize they need. This isn't about manipulation; it's about demonstrating deep industry knowledge and using insightful, data-driven conversations to truly understand and address customer challenges.

1. Introduction: The Changing Sales Landscape and the Rise of the Challenger Sale

The traditional sales approaches, often characterized by relationship building and reactive problem-solving, are becoming increasingly ineffective. Buyers are armed with information readily available online, making them less reliant on salespeople for basic product knowledge. This shift necessitates a new paradigm: the Challenger Sale. This introduction sets the stage, highlighting the evolving dynamics of business-to-business (B2B) sales and the reasons why the Challenger approach offers a distinct advantage. We explore the limitations of traditional sales models and how the Challenger Sale addresses those shortcomings, emphasizing the need for a proactive, insightful, and value-driven approach. We will also briefly introduce the five sales representative archetypes that form the foundation of the Challenger Sale methodology.

2. Chapter 1: Understanding the Five Sales Representative Archetypes (Challenger, Hard Worker, Lone Wolf, Reactive Problem Solver, Relationship Builder)

This chapter delves into the five distinct sales representative archetypes identified in extensive research:

Challenger: These representatives teach customers, offering unique insights and perspectives. They're not afraid to challenge assumptions and push back on conventional thinking. This archetype is the focus of the entire methodology.

Hard Worker: Diligent and reliable, these representatives focus on executing tasks efficiently but often lack the strategic insight to truly influence clients.

Lone Wolf: These individuals work independently, often ignoring collaboration and potentially hindering overall team success.

Reactive Problem Solver: These representatives respond to client inquiries but rarely proactively identify opportunities or anticipate needs.

Relationship Builder: These salespeople excel at building rapport but sometimes struggle to effectively communicate value propositions.

Understanding these archetypes is crucial for self-assessment and team development. It allows sales managers to identify strengths and weaknesses within their teams and tailor training and development programs accordingly. This chapter provides a detailed analysis of each archetype's strengths, weaknesses, and effectiveness in today's competitive sales environment.

3. Chapter 2: The Challenger Approach: Teaching Customers, Not Just Selling to Them

The core of the Challenger Sale lies in teaching customers. This chapter outlines the key principles of this approach. Instead of simply presenting features and benefits, Challenger representatives use their deep understanding of the customer's industry and business challenges to offer valuable insights and solutions. This involves identifying unmet needs, suggesting innovative approaches, and providing constructive feedback. The chapter provides practical examples of how to translate knowledge into actionable advice, fostering trust and demonstrating expertise. This section emphasizes the importance of credible knowledge, tailored insights, and the ability to translate complex information into easily digestible and actionable recommendations.

4. Chapter 3: Developing Insight and Uncovering Hidden Needs

This crucial chapter focuses on the research and analytical skills necessary for a successful Challenger. It explores methods for gathering competitive intelligence, analyzing market trends, and understanding customer needs beyond their explicitly stated requirements. This involves not just listening to customers, but actively probing for underlying issues and unspoken concerns. Techniques like targeted questioning, data analysis, and competitor benchmarking are discussed. The chapter emphasizes the importance of transforming raw data into actionable insights that can be used to drive meaningful conversations and ultimately close deals.

5. Chapter 4: Crafting Compelling Value Propositions and Tailored Solutions

This chapter explores the art of tailoring value propositions to specific customer needs. Generic pitches won't cut it in the Challenger Sale. Instead, the focus is on crafting personalized solutions

that directly address the unique challenges faced by each client. This involves demonstrating a clear understanding of the customer's business context and presenting a solution that demonstrably improves their bottom line or addresses a critical pain point. This section includes practical frameworks for developing and communicating compelling value propositions, emphasizing clarity, concision, and demonstrable ROI.

6. Chapter 5: Mastering the Art of the Challenger Conversation

This chapter delves into the specifics of conducting effective Challenger conversations. It focuses on techniques for engaging clients, asking insightful questions, and effectively delivering tailored insights. The chapter emphasizes the importance of active listening, adapting communication style to individual customer personalities, and managing the flow of conversation to achieve desired outcomes. Examples of effective questioning techniques and strategies for navigating difficult conversations are provided.

7. Chapter 6: Handling Objections and Building Consensus

Objections are inevitable in any sales process. This chapter provides a framework for addressing objections effectively and building consensus within customer organizations. It emphasizes the importance of understanding the root cause of objections and using them as opportunities to further demonstrate expertise and build trust. The chapter explores various techniques for overcoming resistance and negotiating favorable terms. It focuses on turning objections into opportunities to further clarify value and build consensus among multiple stakeholders.

8. Chapter 7: Closing the Deal and Building Long-Term Relationships

This chapter addresses the final stages of the sales cycle, focusing on closing the deal and establishing long-term relationships with clients. It explores strategies for navigating the negotiation process, securing commitments, and ensuring successful implementation. The importance of ongoing communication and relationship nurturing is also emphasized. The chapter underscores the importance of not just closing the deal but also building a foundation for future business through strong, collaborative relationships.

9. Conclusion: Sustaining Challenger Success and Continuous Improvement

The conclusion summarizes the key principles of the Challenger Sale and provides actionable steps for sustaining its success. It emphasizes the importance of continuous learning, adaptation, and refinement of techniques. The chapter also offers advice on creating a culture of continuous improvement within sales teams and fostering a Challenger mindset throughout the organization. This section provides a roadmap for ongoing success, highlighting the need for consistent self-assessment, data-driven analysis, and a commitment to staying ahead of the curve in the ever-evolving sales landscape.

FAQs

1. What is the difference between the Challenger Sale and traditional sales approaches? Traditional approaches often focus on building relationships and reacting to customer needs. The Challenger Sale is proactive, teaching customers and offering unique insights.
2. Is the Challenger Sale suitable for all industries and sales environments? While adaptable, it's most effective in complex B2B sales scenarios requiring deep expertise and strategic advice.
3. How can I develop the necessary insight to become a Challenger? Through rigorous industry research, competitive analysis, customer profiling, and continuous learning.
4. What are some common mistakes to avoid when implementing the Challenger Sale? Coming across as arrogant, not listening actively, failing to tailor the approach to individual clients.
5. How can I measure the success of the Challenger Sale within my organization? Track key metrics like win rates, deal size, and customer satisfaction.
6. What training is required to implement the Challenger Sale effectively? Sales teams need training on uncovering insights, delivering tailored advice, and managing complex conversations.
7. How can I build a Challenger Sale culture within my sales team? By fostering a culture of continuous learning, knowledge sharing, and collaborative problem-solving.
8. What role does technology play in the Challenger Sale? Technology facilitates research, data analysis, and communication, empowering a more insightful and effective sales process.
9. Is the Challenger Sale applicable to smaller businesses or start-ups? Yes, with adaptation, the core principles can be applied to any size business focusing on providing value and expertise.

Related Articles:

1. The Psychology of Selling: Understanding Buyer Behavior: Explores the psychological factors influencing purchasing decisions.
2. Value-Based Selling: Demonstrating ROI and Justifying Price: Focuses on articulating the tangible benefits and return on investment for customers.
3. Negotiation Skills for Sales Professionals: Mastering the Art of the Deal: Covers strategies and techniques for effectively negotiating deals.
4. Sales Enablement: Empowering Sales Teams with the Right Tools and Resources: Examines how technology and resources can support a more effective sales process.
5. Building Strong Customer Relationships: Fostering Loyalty and Repeat Business: Discusses strategies for cultivating long-term customer relationships.
6. Sales Forecasting and Pipeline Management: Predicting Future Revenue: Explores techniques for accurately predicting sales revenue and managing the sales pipeline.
7. Effective Sales Communication: Crafting Compelling Messages: Focuses on communicating value effectively through compelling presentations and conversations.
8. Sales Leadership: Building High-Performing Sales Teams: Explores effective leadership strategies for managing and motivating sales teams.
9. Overcoming Sales Objections: Addressing Client Concerns Effectively: Delves into various techniques for handling and overcoming customer objections.

the challenger sale pdf: [The Challenger Sale](#) Matthew Dixon, Brent Adamson, 2011-11-10
What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing

to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

the challenger sale pdf: The Challenger Customer Brent Adamson, Matthew Dixon, Pat Spenner, Nick Toman, 2015-09-08 Four years ago, the bestselling authors of *The Challenger Sale* overturned decades of conventional wisdom with a bold new approach to sales. Now their latest research reveals something even more surprising: Being a Challenger seller isn't enough. Your success or failure also depends on who you challenge. Picture your ideal customer: friendly, eager to meet, ready to coach you through the sale and champion your products and services across the organization. It turns out that's the last person you need. Most marketing and sales teams go after low-hanging fruit: buyers who are eager and have clearly articulated needs. That's simply human nature; it's much easier to build a relationship with someone who always makes time for you, engages with your content, and listens attentively. But according to brand-new CEB research—based on data from thousands of B2B marketers, sellers, and buyers around the world—the highest-performing teams focus their time on potential customers who are far more skeptical, far less interested in meeting, and ultimately agnostic as to who wins the deal. How could this be? The authors of *The Challenger Customer* reveal that high-performing B2B teams grasp something that their average-performing peers don't: Now that big, complex deals increasingly require consensus among a wide range of players across the organization, the limiting factor is rarely the salesperson's inability to get an individual stakeholder to agree to a solution. More often it's that the stakeholders inside the company can't even agree with one another about what the problem is. It turns out only a very specific type of customer stakeholder has the credibility, persuasive skill, and will to effectively challenge his or her colleagues to pursue anything more ambitious than the status quo. These customers get deals to the finish line far more often than friendlier stakeholders who seem so receptive at first. In other words, Challenger sellers do best when they target Challenger customers. *The Challenger Customer* unveils research-based tools that will help you distinguish the Talkers from the Mobilizers in any organization. It also provides a blueprint for finding them, engaging them with disruptive insight, and equipping them to effectively challenge their own organization.

the challenger sale pdf: SPIN® -Selling Neil Rackham, 2020-04-28 True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

the challenger sale pdf: When Buyers Say No Tom Hopkins, Ben Katt, 2014-04-01 This is a complete and practical guide which highlights the authors' new strategic approaches to selling when the buyer initially declines or is resistant on a sales opportunity. Hopkins and Katt explain that most sales reps take a traditional linear approach to selling, but that the trick in closing is in taking a more creative and circular approach. That's the key. It all starts with how the buyer initially says, No. Too many sales reps don't pay close attention as to how that's presented. Hopkins and Katt point out that no may suggest all sorts of other options -- avenues that can eventually lead to the buyer actually saying yes. The authors introduce a novel concept called the Circle of Persuasion which

offers sales reps a new approach in this potentially tricky process. Along the way, WHEN BUYERS SAY NO details prescriptive steps and even sample dialogues that will instruct and guide sales professionals on how to best cultivate buyer-seller relationships. There's particular emphasis on how to establish the kind of rapport that ultimately leads to a successful close.

the challenger sale pdf: The Effortless Experience Matthew Dixon, Nick Toman, Rick DeLisi, 2013-09-12 Everyone knows that the best way to create customer loyalty is with service so good, so over the top, that it surprises and delights. But what if everyone is wrong? In their acclaimed bestseller *The Challenger Sale*, Matthew Dixon and his colleagues at CEB busted many longstanding myths about sales. Now they've turned their research and analysis to a new vital business subject—customer loyalty—with a new book that turns the conventional wisdom on its head. The idea that companies must delight customers by exceeding service expectations is so entrenched that managers rarely even question it. They devote untold time, energy, and resources to trying to dazzle people and inspire their undying loyalty. Yet CEB's careful research over five years and tens of thousands of respondents proves that the “dazzle factor” is wildly overrated—it simply doesn't predict repeat sales, share of wallet, or positive word-of-mouth. The reality: Loyalty is driven by how well a company delivers on its basic promises and solves day-to-day problems, not on how spectacular its service experience might be. Most customers don't want to be “wowed”; they want an effortless experience. And they are far more likely to punish you for bad service than to reward you for good service. If you put on your customer hat rather than your manager or marketer hat, this makes a lot of sense. What do you really want from your cable company, a free month of HBO when it screws up or a fast, painless restoration of your connection? What about your bank—do you want free cookies and a cheerful smile, even a personal relationship with your teller? Or just a quick in-and-out transaction and an easy way to get a refund when it accidentally overcharges on fees? *The Effortless Experience* takes readers on a fascinating journey deep inside the customer experience to reveal what really makes customers loyal—and disloyal. The authors lay out the four key pillars of a low-effort customer experience, along the way delivering robust data, shocking insights and profiles of companies that are already using the principles revealed by CEB's research, with great results. And they include many tools and templates you can start applying right away to improve service, reduce costs, decrease customer churn, and ultimately generate the elusive loyalty that the “dazzle factor” fails to deliver. The rewards are there for the taking, and the pathway to achieving them is now clearly marked.

the challenger sale pdf: Report of the Presidential Commission on the Space Shuttle Challenger Accident DIANE Publishing Company, Southgate Publishers, 1995-07

the challenger sale pdf: The JOLT Effect Matthew Dixon, Ted McKenna, 2022-09-20 From the bestselling co-author of *The Challenger Sale*, a paradigm-shattering approach to overcoming customer indecision and closing more sales In sales, the worst thing you can hear from a customer isn't “no.” It's “I need to think about it.” When this happens, deeply entrenched business advice says to double down on your efforts to sell a buyer on all the ways they might win by choosing you and your business. But this approach backfires dramatically. Why? Because it completely gets wrong the primary driver behind purchasing decision-making: once purchase intent is established, customers no longer care about succeeding. What they really care about is not failing. For years, sales expert Matthew Dixon has been busting longstanding business myths. Now in *The JOLT Effect*, he and co-author Ted McKenna turn their trademark analysis and latest research to the vital and growing problem of customer indecision—and offer a shocking new approach that turns conventional wisdom on its head. Drawing on a brand-new, first-of-its-kind study of more than two and a half million sales conversations from across industry, they reveal the surprising truth that high-performing sales reps grasp and their average-performing peers don't: only by addressing the customer's fear of failure can you get indecisive buyers to go from verbally committing to actually pulling the trigger. Packed with robust data, counterintuitive insights, and practical guidance, *The JOLT Effect* is the playbook for any salesperson or sales leader who wants to close the gap between customer intent and action—and close more sales.

the challenger sale pdf: *Insight Selling* Mike Schultz, John E. Doerr, 2014-04-30 What do winners of major sales do differently than the sellers who almost won, but ultimately came in second place? Mike Schultz and John Doerr, bestselling authors and world-renowned sales experts, set out to find the answer. They studied more than 700 business-to-business purchases made by buyers who represented a total of \$3.1 billion in annual purchasing power. When they compared the winners to the second-place finishers, they found surprising results. Not only do sales winners sell differently, they sell radically differently, than the second-place finishers. In recent years, buyers have increasingly seen products and services as replaceable. You might think this would mean that the sale goes to the lowest bidder. Not true! A new breed of seller—the insight seller—is winning the sale with strong prices and margins even in the face of increasing competition and commoditization. In *Insight Selling*, Schultz and Doerr share the surprising results of their research on what sales winners do differently, and outline exactly what you need to do to transform yourself and your team into insight sellers. They introduce a simple three-level model based on what buyers say tip the scales in favor of the winners: Level 1 Connect. Winners connect the dots between customer needs and company solutions, while also connecting with buyers as people. Level 2 Convince. Winners convince buyers that they can achieve maximum return, that the risks are acceptable, and that the seller is the best choice among all options. Level 3 Collaborate. Winners collaborate with buyers by bringing new ideas to the table, delivering new ideas and insights, and working with buyers as a team. They also found that much of the popular and current advice given to sellers can damage sales results. *Insight Selling* is both a strategic and tactical guide that will separate the good advice from the bad, and teach you how to put the three levels of selling to work to inspire buyers, influence their agendas, and maximize value. If you want to find yourself and your team in the winner's circle more often, this book is a must-read.

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selling ideas to investors, pitching a client for new business, or even negotiating for a higher salary, Pitch Anything will transform the way you position your ideas. According to Klaff, creating and presenting a great pitch isn't an art—it's a simple science. Applying the latest findings in the field of neuroeconomics, while sharing eye-opening stories of his method in action, Klaff describes how the brain makes decisions and responds to pitches. With this information, you'll remain in complete control of every stage of the pitch process. Pitch Anything introduces the exclusive STRONG method of pitching, which can be put to use immediately: Setting the Frame Telling the Story Revealing the Intrigue Offering the Prize Nailing the Hookpoint Getting a Decision One truly great pitch can improve your career, make you a lot of money—and even change your life. Success is dependent on the method you use, not how hard you try. "Better method, more money," Klaff says. "Much better method, much more money." Klaff is the best in the business because his method is much better than anyone else's. And now it's yours. Apply the tactics and strategies outlined in Pitch Anything to engage and persuade your audience—and you'll have more funding and support than you ever thought possible.

the challenger sale pdf: Selling to Zebras Jeff Koser, Chad Koser, 2008-10 Even the most competitive companies only close about 15 percent of the deals in their sales pipelines. That means that salespeople spend time with prospects who, 85 percent of the time, aren't going to buy. Wouldn't those salespeople rather spend more time pursuing prospects they knew they could close? Or spend time with their prospects where it matters most at an executive level? Readers who are ready for exceptional results for themselves and their companies need Selling to Zebras. The Zebra way can help salespeople identify the perfect prospects for their companies--their Zebras--and develop a sales process that will help them close deals 90 percent of the time. The Zebra method of selling will: Increase close rates; Shorten sales cycles; Increase average deal size; Reduce discounting and increase margins; Make better use of scarce resources; Make customers happy, creating a stable of great references. Jeff and Chad Koser don't just offer theories and concepts. They give readers specific tools, models, and spreadsheets they can customise to make the Zebra way the best way for their companies to do business.

the challenger sale pdf: The New Strategic Selling Robert B. Miller, Stephen E. Heiman, Tad Tuleja, 2008-11-16 The Book that Sparked A Selling Revolution In 1985 one book changed sales and marketing forever. Rejecting manipulative tactics and emphasizing process, Strategic Selling presented the idea of selling as a joint venture and introduced the decade's most influential concept, Win-Win. The response to Win-Win was immediate. And it helped turn the small company that created Strategic Selling, Miller Heiman, into a global leader in sales development with the most prestigious client list and sought-after workshops in the industry. Now Strategic Selling has been updated and revised for a new century of sales success. The New Strategic Selling This new edition of the business classic confronts the rapidly evolving world of business-to-business sales with new real-world examples, new strategies for confronting competition, and a special section featuring the most commonly asked questions from the Miller Heiman workshops. Learn: * How to identify the four real decision makers in every corporate labyrinth * How to prevent sabotage by an internal deal-killer * How to make a senior executive eager to see you * How to avoid closing business that you'll later regret * How to manage a territory to provide steady, not boom and bust, revenue * How to avoid the single most common error when dealing with the competition.

the challenger sale pdf: The Ultimate Sales Machine Chet Holmes, 2007-06-21 NEWLY REVISED AND UPDATED The bestselling business playbook for turbocharging any organization, updated for modern audiences with new and never-before-seen material Every single day 3,076 businesses shut their doors. But what if you could create the finest, most profitable and best-run version of your business without wasting precious dollars on a thousand different strategies? When The Ultimate Sales Machine first published in 2007, legendary sales expert Chet Holmes gave us the key to do just that. All you need is to focus on twelve key areas of improvement—and practice them over and over with pigheaded discipline. Now, a decade later, Chet's daughter Amanda Holmes breathes new life into her father's classic advice. With updated language to match our ever-changing

times and over 50 new pages of content, *The Ultimate Sales Machine* will help any modern reader transform their organization into a high-performing, moneymaking force. With practical tools, real-life examples, and proven strategies, this book will show you how to:

- Teach your team to work smarter, not harder
- Get more bang from your marketing for less
- Perfect every sales interaction by working on sales, not just in sales
- Land your dream clients

This revised edition expands on these proven concepts, with checklists to get faster ROIs, Core Story Frameworks to get your company to number one in your marketplace, and a bonus, never-before-revealed chapter from Chet, “How to Live a Rich and Full Life,” that will put you in the best possible mindset to own your career. For every CEO, manager, and business owner who wants to take their organization to the next level, *The Ultimate Sales Machine* will put you and your company on the path to success—and help you stay there!

the challenger sale pdf: 42 Rules to Turn Prospects Into Customers Meridith Elliott Powell, 2010 Powell draws on her 20-plus years in sales to present a practical step-by-step guide on how to find the right prospects, build profitable relationships, close more sales, and turn customers into champions for your business.

the challenger sale pdf: *The Psychology of Selling* Brian Tracy, 2006-06-20 Double and triple your sales--in any market. The purpose of this book is to give you a series of ideas, methods, strategies, and techniques that you can use immediately to make more sales, faster and easier than ever before. It's a promise of prosperity that sales guru Brian Tracy has seen fulfilled again and again. More sales people have become millionaires as a result of listening to and applying his ideas than from any other sales training process ever developed.

the challenger sale pdf: *Start with Why* Simon Sinek, 2011-12-27 The inspirational bestseller that ignited a movement and asked us to find our WHY Discover the book that is captivating millions on TikTok and that served as the basis for one of the most popular TED Talks of all time—with more than 56 million views and counting. Over a decade ago, Simon Sinek started a movement that inspired millions to demand purpose at work, to ask what was the WHY of their organization. Since then, millions have been touched by the power of his ideas, and these ideas remain as relevant and timely as ever. *START WITH WHY* asks (and answers) the questions: why are some people and organizations more innovative, more influential, and more profitable than others? Why do some command greater loyalty from customers and employees alike? Even among the successful, why are so few able to repeat their success over and over? People like Martin Luther King Jr., Steve Jobs, and the Wright Brothers had little in common, but they all started with WHY. They realized that people won't truly buy into a product, service, movement, or idea until they understand the WHY behind it. *START WITH WHY* shows that the leaders who have had the greatest influence in the world all think, act and communicate the same way—and it's the opposite of what everyone else does. Sinek calls this powerful idea The Golden Circle, and it provides a framework upon which organizations can be built, movements can be led, and people can be inspired. And it all starts with WHY.

the challenger sale pdf: *No Logo* Naomi Klein, 2000-01-15 What corporations fear most are consumers who ask questions. Naomi Klein offers us the arguments with which to take on the superbrands. Billy Bragg from the bookjacket.

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priorities: Creating an excellent experience for customers that increases customer loyalty and profitability Driving down the cost of Customer Service/Support interactions, while increasing revenue through Sales interactions Moving quickly toward the goal of digital transformation We have discovered—in our research and our first-hand experience—that when companies commit to achieving true Digital Customer Service, they can make significant progress toward all three of these goals at once. Digital Customer Service provides the roadmap for how your company can get there. And when you do, who wins? EVERYONE.

the challenger sale pdf: The Sales Acceleration Formula Mark Roberge, 2015-02-24 Use data, technology, and inbound selling to build a remarkable team and accelerate sales The Sales Acceleration Formula provides a scalable, predictable approach to growing revenue and building a winning sales team. Everyone wants to build the next \$100 million business and author Mark Roberge has actually done it using a unique methodology that he shares with his readers. As an MIT alum with an engineering background, Roberge challenged the conventional methods of scaling sales utilizing the metrics-driven, process-oriented lens through which he was trained to see the world. In this book, he reveals his formulas for success. Readers will learn how to apply data, technology, and inbound selling to every aspect of accelerating sales, including hiring, training, managing, and generating demand. As SVP of Worldwide Sales and Services for software company HubSpot, Mark led hundreds of his employees to the acquisition and retention of the company's first 10,000 customers across more than 60 countries. This book outlines his approach and provides an action plan for others to replicate his success, including the following key elements: Hire the same successful salesperson every time — The Sales Hiring Formula Train every salesperson in the same manner — The Sales Training Formula Hold salespeople accountable to the same sales process — The Sales Management Formula Provide salespeople with the same quality and quantity of leads every month — The Demand Generation Formula Leverage technology to enable better buying for customers and faster selling for salespeople Business owners, sales executives, and investors are all looking to turn their brilliant ideas into the next \$100 million revenue business. Often, the biggest challenge they face is the task of scaling sales. They crave a blueprint for success, but fail to find it because sales has traditionally been referred to as an art form, rather than a science. You can't major in sales in college. Many people question whether sales can even be taught. Executives and entrepreneurs are often left feeling helpless and hopeless. The Sales Acceleration Formula completely alters this paradigm. In today's digital world, in which every action is logged and masses of data sit at our fingertips, building a sales team no longer needs to be an art form. There is a process. Sales can be predictable. A formula does exist.

the challenger sale pdf: Strengthening Forensic Science in the United States National Research Council, Division on Engineering and Physical Sciences, Committee on Applied and Theoretical Statistics, Policy and Global Affairs, Committee on Science, Technology, and Law, Committee on Identifying the Needs of the Forensic Sciences Community, 2009-07-29 Scores of talented and dedicated people serve the forensic science community, performing vitally important work. However, they are often constrained by lack of adequate resources, sound policies, and national support. It is clear that change and advancements, both systematic and scientific, are needed in a number of forensic science disciplines to ensure the reliability of work, establish enforceable standards, and promote best practices with consistent application. Strengthening Forensic Science in the United States: A Path Forward provides a detailed plan for addressing these needs and suggests the creation of a new government entity, the National Institute of Forensic Science, to establish and enforce standards within the forensic science community. The benefits of improving and regulating the forensic science disciplines are clear: assisting law enforcement officials, enhancing homeland security, and reducing the risk of wrongful conviction and exoneration. Strengthening Forensic Science in the United States gives a full account of what is needed to advance the forensic science disciplines, including upgrading of systems and organizational structures, better training, widespread adoption of uniform and enforceable best practices, and mandatory certification and accreditation programs. While this book provides an

essential call-to-action for congress and policy makers, it also serves as a vital tool for law enforcement agencies, criminal prosecutors and attorneys, and forensic science educators.

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techniques alongside a range of creative marketing activities are the lynchpins of this process. Applying his observations on economic history and the development and impact of global marketing, Anholt presents a cogent plan for developing nations to benefit from globalization. So long the helpless victim of capitalist trading systems, he shows that they can cross the divide and graduate from supplier nation to producer nation. Branding native produce on a global scale, making a commercial virtue out of perceived authenticity and otherness and fully capitalising on the 'last mile' benefits are key to this graduation and fundamental to forging a new global economic balance. Anholt argues with a forceful logic, but also backs his hypothesis with enticing glimpses of this process actually beginning to take place. Examining activities in India, Thailand, Russia and Africa among others, he shows the risks, challenges and pressures inherent in 'turning the tide', but above all he demonstrates the very real possibility of enlightened capitalism working as a force for good in global terms.

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the challenger sale pdf: More Sales, Less Time Jill Konrath, 2016-12-06 I felt like time was taunting me: 'Behind again? You'll never get it all done.' I worked harder and longer hours, sacrificing my limited personal time to stay ahead of the game. Still, it wasn't sufficient. My work just kept expanding, demanding more of me. I could never seem to call it a day. In my entire career, I'd never faced a sales problem of this magnitude. Sound familiar? If so, you're probably an overwhelmed seller. Your clients expect more, with faster turnarounds. Your quota keeps going up.

You need to leverage social media, keep up-to-date on your industry, figure out how to sell new products and services, and learn all the latest technologies. The demands are never-ending. You could work nonstop around the clock and still not get it all done. It's a huge problem faced by experienced sales pros, busy entrepreneurs, and sales rookies. If you don't stay on top of your time, it's tough to make your numbers, let alone blow them away. Konrath, a globally recognized sales consultant and speaker, knew she needed help, but found that advice aimed at typical workers didn't work for her—or for others who needed to sell for a living. Salespeople need their own productivity guidelines adapted to the fast-paced, always-on sales world. So Konrath experimented relentlessly to discover the best time-savers and sales hacks in order to deliver the first productivity guide specifically for sales success. In *More Sales, Less Time*, Konrath blends cutting-edge behavioral research with her own deep knowledge of sales to teach you how to succeed in this age of distraction. You'll discover how to:

- Reclaim a minimum of one hour per day by eliminating major time sucks and changing the way you tackle e-mail and social media.
- Free up time to focus on activities that have the highest impact on your sales results, such as preparing, researching, strategizing, and connecting with customers.
- Optimize your sales processes to eliminate redundancies and wasted time.
- Transform your mind-set to effortlessly incorporate new, more productive habits; leverage your best brainpower; and stay at the top of your sales game.

Konrath helps you develop strategies specifically tailored to your life in sales, using your strengths to cut through the feeling of being overwhelmed. All salespeople have the same number of hours in a day; it's up to you to rescue your time to sell smarter.

the challenger sale pdf: To Err Is Human Institute of Medicine, Committee on Quality of Health Care in America, 2000-03-01 Experts estimate that as many as 98,000 people die in any given year from medical errors that occur in hospitals. That's more than die from motor vehicle accidents, breast cancer, or AIDS—three causes that receive far more public attention. Indeed, more people die annually from medication errors than from workplace injuries. Add the financial cost to the human tragedy, and medical error easily rises to the top ranks of urgent, widespread public problems. *To Err Is Human* breaks the silence that has surrounded medical errors and their consequence—but not by pointing fingers at caring health care professionals who make honest mistakes. After all, to err is human. Instead, this book sets forth a national agenda—with state and local implications—for reducing medical errors and improving patient safety through the design of a safer health system. This volume reveals the often startling statistics of medical error and the disparity between the incidence of error and public perception of it, given many patients' expectations that the medical profession always performs perfectly. A careful examination is made of how the surrounding forces of legislation, regulation, and market activity influence the quality of care provided by health care organizations and then looks at their handling of medical mistakes. Using a detailed case study, the book reviews the current understanding of why these mistakes happen. A key theme is that legitimate liability concerns discourage reporting of errors—which begs the question, How can we learn from our mistakes? Balancing regulatory versus market-based initiatives and public versus private efforts, the Institute of Medicine presents wide-ranging recommendations for improving patient safety, in the areas of leadership, improved data collection and analysis, and development of effective systems at the level of direct patient care. *To Err Is Human* asserts that the problem is not bad people in health care—it is that good people are working in bad systems that need to be made safer. Comprehensive and straightforward, this book offers a clear prescription for raising the level of patient safety in American health care. It also explains how patients themselves can influence the quality of care that they receive once they check into the hospital. This book will be vitally important to federal, state, and local health policy makers and regulators, health professional licensing officials, hospital administrators, medical educators and students, health caregivers, health journalists, patient advocates—as well as patients themselves. First in a series of publications from the Quality of Health Care in America, a project initiated by the Institute of Medicine

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Explains how to identify and maximize sales talent, outlines the basic steps of the selling process, and includes an access code to an online assessment test.

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- The five critical processes that drive sales performance
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- The three levels of sales metrics you must collect
- Which metrics you can "manage" and which ones you can't
- How to prioritize conflicting sales objectives
- How to align seller activities with business results
- How to use CRM to improve the impact of coaching

As Neil Rackham writes in the foreword: "There's an acute shortage of good books on the specifics of sales management. *Cracking the Sales Management Code* is about the practical specifics of sales management in the new era, and it fills a void." *Cracking the Sales Management Code* fills that void by providing foundational knowledge about how the sales force works. It reveals the gears and levers that actually control sales results. It adds clarity to things that you intuitively know and provides insight into things that you don't. It will change the way you manage your sellers from day to day, as well as the results you get from year to year.

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- Teach you how sales technologies can be employed for maximum benefit by raising your TQ
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