



# Challenger Sale workbook

Prepared for \_\_\_\_\_ on behalf of Scale Up 360. \_\_\_\_\_ 2020.



# 1. Your preparation: seven questions to ask yourself

*What is your offering?* .....

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*What is unique about it?* .....

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*What is the new way?* .....

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*What is the reframe?*

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*What is the evidence for the problem? .....*

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*What case studies do you have to illustrate? .....*

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*What perceptive questions might you ask?* .....

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## 2. Your narrative: six stages of your client dialogue

*The warmer* .....

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*The reframe* .....

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*Rational drowning*

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*Emotional impact* .....

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*A New Way* .....

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*Your Solution* .....

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ENDS