

# Ler Livro Online **The Challenger Sale: Taking Control Of The Customer Conversation By Matthew Dixon Conversation Starters DailyBooks**



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The Challenger Sale opens with this question: What's the secret to sales success? Most business leaders would answer the question with relationships. While that is fundamentally true, Matthew Dixon and Brent Adamson argues that it is not enough to build relationships with customers. To be successful, business leaders need to challenge their relationships. Dixon and Adamson needed to understand what sets apart top-performing reps from the average performing ones. Together with their colleagues at Corporate Executive Board, Dixon and Adamson investigates the attitudes, behaviors, knowledge and skills that matter to reps that have the highest sales performance. Their discovery may come as a shock to decades-old conventional sales wisdom.

SPIN Selling author Professor Neil Rackham says that Dixon and Adamson's research is "game-changing." His advice is not just to read it but also "think about it, implement it. You, and your organization, will be glad you did." DuPont former chief sales officer Dan James says that the amazing thing about this book is that it "breaks the winning elements of this powerful approach into a set of teachable skills." Oakwood Temporary Housing Vice President Ken Revenaugh says that *The Challenger Sale* is "a must-read book for every sales professional."

## **A Brief Look Inside:**

EVERY GOOD BOOK CONTAINS A WORLD FAR DEEPER than the surface of its pages. The characters and their world come alive, and the characters and its world still live on.

*Conversation Starters* is peppered with questions designed to bring us beneath the surface of the page and invite us into the world that lives on. These questions can be used to..

## **Create Hours of Conversation:**

- **Foster** a deeper understanding of the book
- **Promote** an atmosphere of discussion for groups

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~~Starters~~ **The Challenger Sale** opens with this question: What's...  

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- **Assist** in the study of the book, either individually or corporately
- **Explore** unseen realms of the book as never seen before

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