



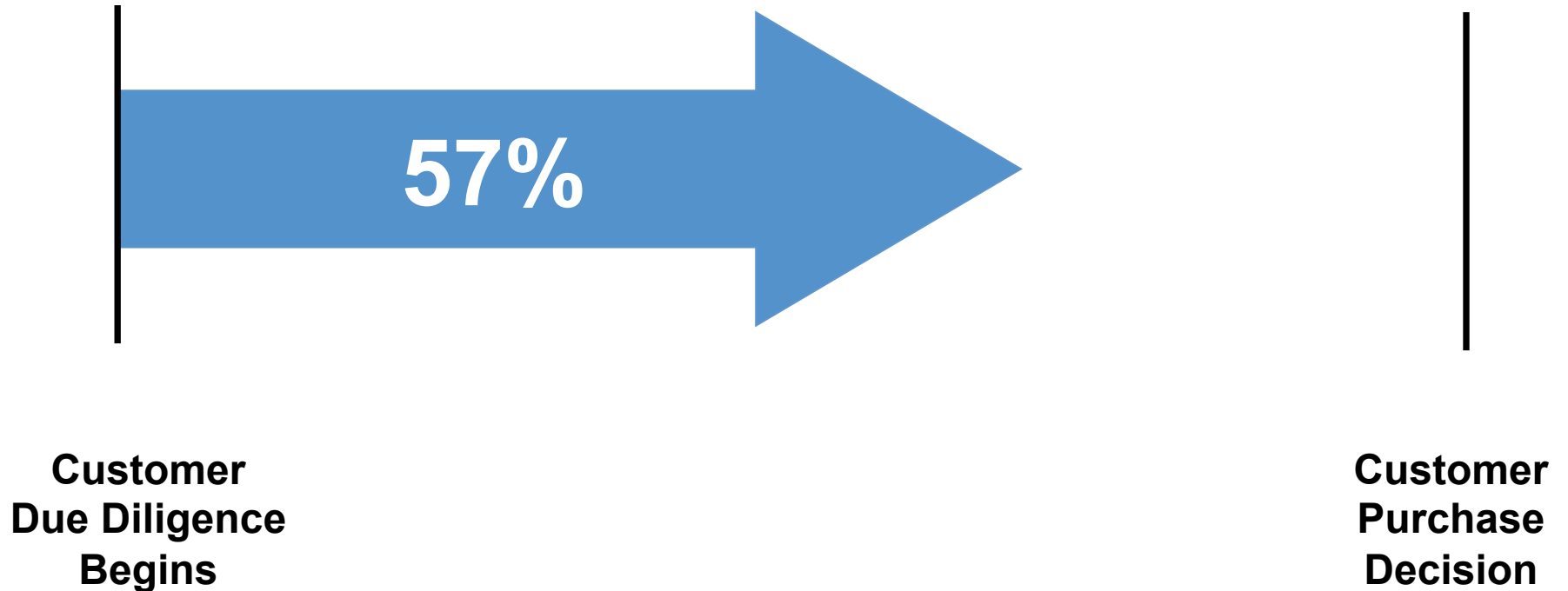
WHAT THE BEST COMPANIES DO



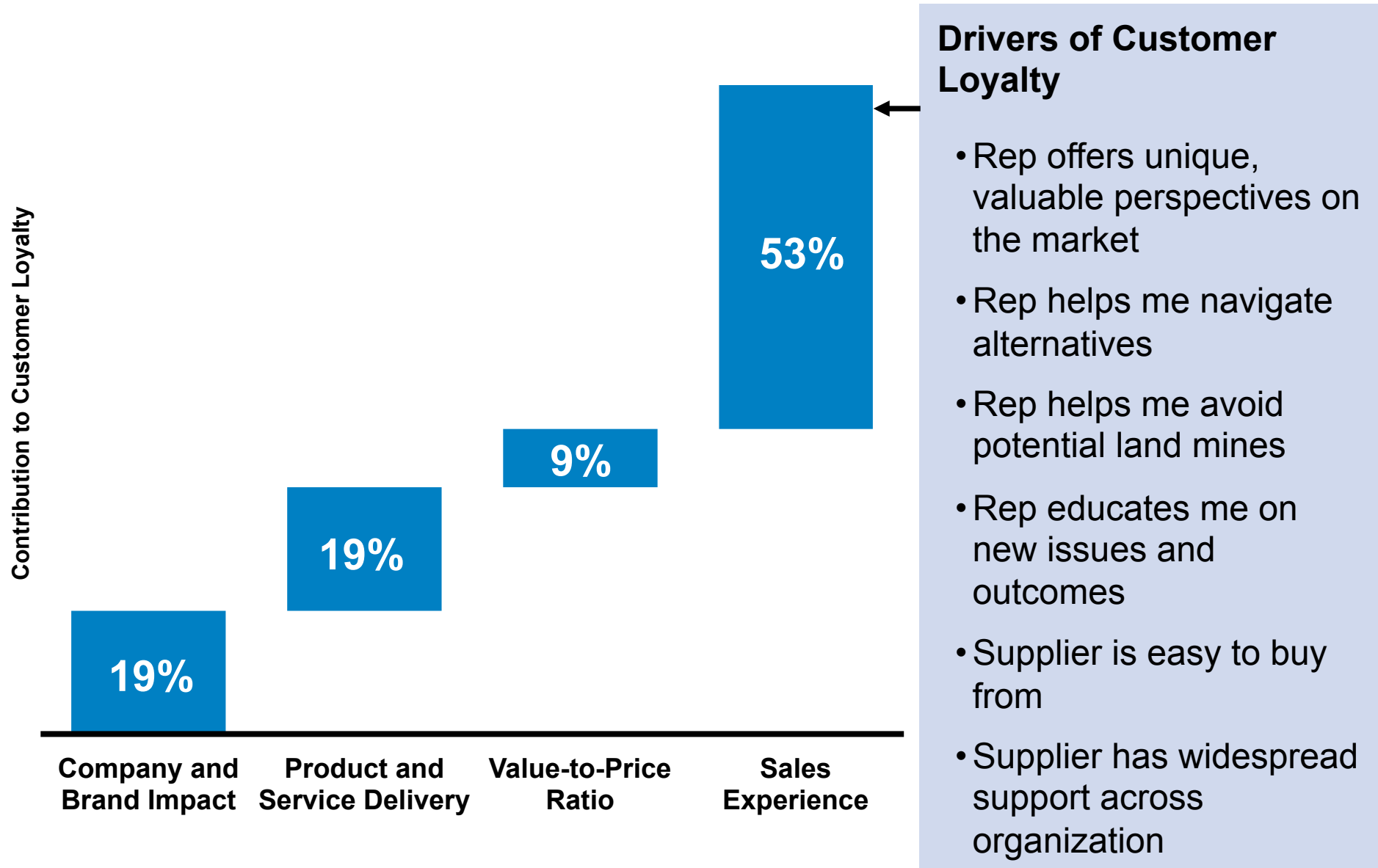
The Challenger Sale

Driving Growth by Taking Control of the
Customer Conversation

A DIFFERENT KIND OF BUYING



KEY DRIVERS OF CUSTOMER LOYALTY



POTENTIAL DRIVERS OF HIGH PERFORMANCE

Sample Attributes Tested

Attitudes

- Desire to Seek Issue Resolution
- Willingness to Risk Disapproval
- Accessibility
- Goal Motivation
- Outcome Focus
- Attachment to the Company
- Curiosity
- Discretionary Effort

Skills/Behaviors

- Business Acumen
- Customer Needs Assessment
- Communication
- Use of Internal Resources
- Negotiation
- Relationship Management
- Solutions Selling
- Teamwork

Activities

- Sales Process Adherence
- Evaluation of Opportunities
- Preparation
- Lead Generation
- Administration

Knowledge

- Industry Knowledge
- Product Knowledge

THE FIVE PROFILES OF SALES REPS

Hard Worker



- Always goes the extra mile
- Doesn't give up easily
- Self-motivated
- Interested in feedback and development

Challenger



- Always has a different view of the world
- Understands the customer's business
- Loves to debate
- Pushes the customer

Relationship Builder



- Builds strong customer advocates
- Generous in giving time to help others
- Gets along with everyone

Lone Wolf



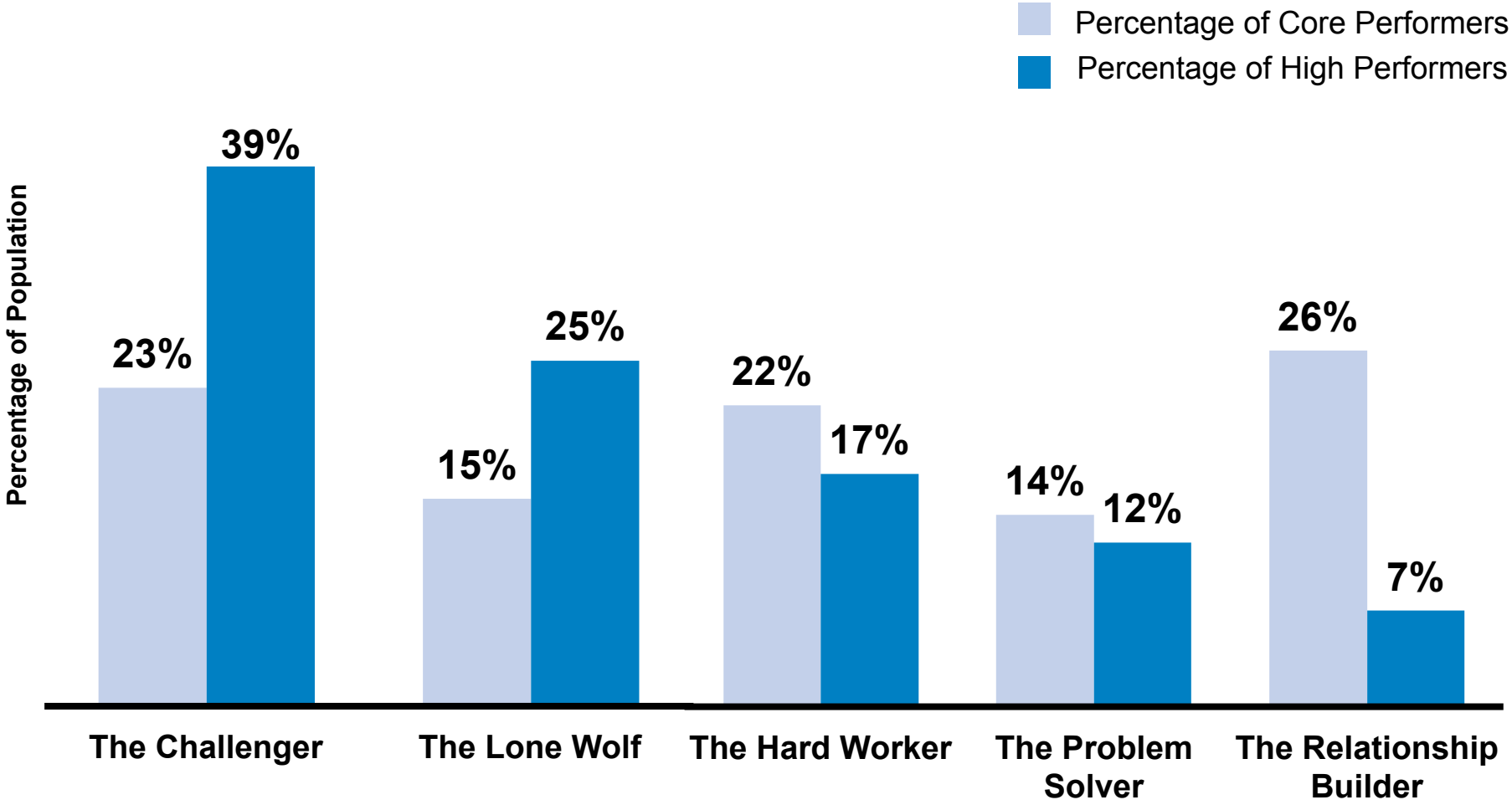
- Follows own instincts
- Self-assured
- Independent

Problem Solver



- Reliably responds
- Ensures that all problems are solved
- Detail oriented

CHALLENGER REPS MOST LIKELY TO WIN



THE CHALLENGER FINGERPRINT

Challenger

- Offers unique perspective
 - Two-way communication skills
- Teaches**
- Knows customer value drivers
 - Can ID economic drivers
- Tailors**
- Comfortable discussing money
 - Can pressure the customer
- Asserts Control**

Build Constructive Tension

Relationship Builder

- Forms good relationships
 - Builds customer advocates
 - Builds cross-functional relationships
- Gets along with Others**
- Can work with anyone
 - Is genuine
- Likeable**
- Accessible to the customer
 - Gives time to help others
 - Respects the customer's time
- Generous with Time**

Reduce Customer Tension

Make 2015 the year of **HOW** with St. Meyer & HUBBARD

- ***Coaching the Conversation***
 - May Edition: Digital Conversations

- ***Virtual Learning Labs - Plus***
 - May 21, 2015 - Digital Conversations
 - Amber Farley, Executive Vice President of FMS Social at Financial Marketing Solutions
 - Laura Pomerene, Vice President & Marketing Director of First National Bank and Trust Company
 - June 16, 2015 Challenging the Way

 - June 11, 2015 - What's in Your Pipeline - Creating, Building, Managing
 - Bob St. Meyer, President and Chief Operating Officer of St. Meyer & Hubbard
 - Ron Buck, Director, Performance Management of St. Meyer & Hubbard

- ***Public Sales Management Workshops***
 - September 15-16, Hilton Suites Chicago

- ***Sales Execution Forum***
 - July 28-29, Park Hyatt Chicago

NOT JUST ANY TEACHING

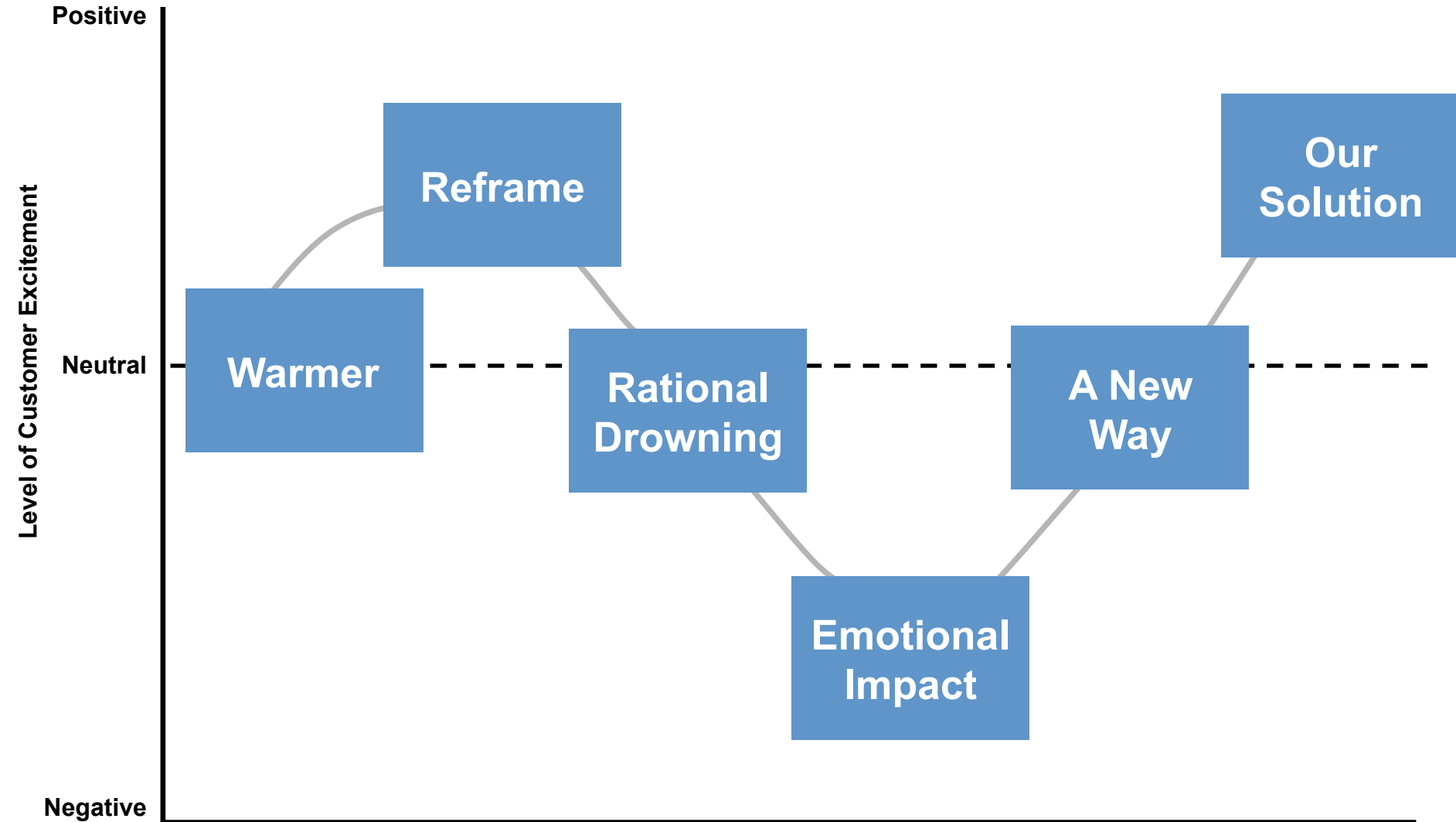
**Lead to Your
Unique Strengths**

**Challenge
Customers'
Assumptions**

**Catalyze
Action**

**Scale Across
Customers**

DON'T LEAD WITH, LEAD TO



Learn More



www.thechallengersale.com



@CEB_Challenger



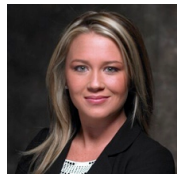
Group:
The Challenger Sale From CEB





Digital Conversations

May 21, 2015 11:00 AM – 12:00 PM CST



Amber Farley

*Executive Vice President of FMS Social
at Financial Marketing Solutions*



Laura Pomerene

*Vice President & Marketing Director
of First National Bank and Trust
Company*



St. Meyer & Hubbard
Transforming Sales Performance