

The Challenger Sale

set.

30

Leading Questions

As the call goes on, select suitable questions to truly identify their pain points and current process. Your brands might not know what they truly are. Guide them with effective questioning.

- Could you walk me through your [Sourcing] methodology to find new prospects?
- Can you walk me through your current [Prospecting] process to close opportunities?
- Can you walk me through your current [Retention] [Upsell] strategy to manage your client base?
- How do you onboard new clients? Who's involved in the process?
- How much time do you spend on [Sourcing] [Prospecting] [Retention] [Upsell]?
- Can you walk me through your current [Top tiers clients versus long-tail] strategy?
- How do you keep track of [your team's' activity][your clients' activity]? How does that concretely translate in terms of actions?
- Could you walk me through your [Churn] strategy to secure new clients into loyal customers?
- Could you share what your [Most loyal clients] say about your company?
- Have you tried similar solutions to achieve your [Prospecting][Sourcing] [Retention] [Upsell] goals?
- Which information made you accept this call today?



- **Avoid too broad questions:** “what are your challenges?”; “what is your B2B strategy?”
- **Avoid negative triggers:** “what are your pain points, your problems?”
- **Avoid presumptuous questions:** “How can I help you?”

Your insight can be provocative without being aggressive.

Start introducing new perspectives, new insights, new considerations.

This helps you secure the true pain point / objective.

- Did you know [Insights/Similar Category/Market Trends]?
 - "Did you know that calling your prospects can bring up to [X]% conversion rate?"
 - "Did you know that your customers' profit margins have been shrinking by [-X]% over the past year?"...
- Have you ever considered [Insights/Similar Category/Market Trends]?
 - "Have you considered that the first step to creating loyalty is to have a great discovery call"
 - "Have you considered your customers as an external salesforce extension?"
 - "Have you considered [doing this] with your customers to differentiate yourself from the market competition"
- What would you do differently if you knew that [Insights/Similar Category/Market Trends]?
 - "What would you do differently if you knew it takes 8 touch-points to convert a prospect?"
 - "If you knew that most companies do not call their customers when[...]"



- Switching from passive questions to active, action-driven questions.

The rational grounding

set.

Provide social proof to support the reframe, the story.

Try to engage the brand by asking a question, asking for a reaction.

- Before joining [COMPANY NAME], this client was spending most of its time on Now, they save [X] minutes per order by fully integrating our solution. Would this be valuable to you as well?
- Did you know that our customers generate [X] times more Revenue when having following [this] best practice?
- Leading companies in your category like [Company Name #1] and [Company Name #2] are leveraging my solution [To do this]. The main benefit is [To achieve this]. Is this benefit valuable to you as well?
- Before joining [COMPANY NAME], we noticed clients sometimes struggling to expand in this country. Now, we see companies from the same category that generate [X%] of their sales outside their main country.
- My last partner I've worked with [solved this]..[by going that]... and generated [X]"
- Before [MY COMPANY], [This Customer] was struggling to [Generate repeat] [Keep track] [Save time]. They were able to [Achieve this]. Am I correct in assuming this would be a priority for you?



- Try to adopt a **"before/after" approach** as much as possible.
- **Do not provide multiple success stories** -> too much is less. Pick only one suitable social proof that relates to your brand situation.
- Once you've shared your story, **make a pause and leave the opportunity for your contact to sink the information in** and picture themselves.

The emotional impact

set.

Create an emotional connection.

Create a “wow” moment.

Emphasize on the cost of inaction.

- Are your teams committed to solving [This challenge] [This pain point] [This ambition] now?
- Follow-up question if necessary: How so? Could you walk me through your current approach?
- What happens if you don't solve [This challenge] [This pain point] [This ambition]?
- What would be the impact on your company?



- Are you **speaking to a C-Level? Consider reducing your number of questions.** They are more likely to experience "discovery fatigue" than other employees.
- Switch from passive to active questions by using action-driven words like "solve," "committed,"...

The new value proposition

set.

This is a pivoting moment: the new way.

You want your brand to identify necessary changes to happen and to be looking for solutions now.

- How much [Time] [Money] [Missed opportunity] is your current [Approach] [Challenge] [Process] costing you?
 - How many hours do you currently spend on sourcing and prospecting? (i.e. having in mind that customer retention takes much effort to generate positive R.O.I. afterward for example).
- How's your day-to-day preventing you from meeting your goals?
 - (Having in mind that they need to commit and allocate time to your solution).
- Tell me about a recent action you have undertaken that resulted in mitigated results.
- Help me understand what happens if we don't prioritize this now.
 - (Trying to reinforce the importance of investing time and adopting new practices to be successful.)
- If we were to move forward, help me understand how solving [This challenge] brings you close to your yearly objective(s)?



- Try to use words that **trigger long responses**:
 - Can you help me understand...
 - Could you walk me through...
 - Tell me more about...
 - Could you elaborate on...

At this stage, you should have secured the pain points, validated the necessary changes, and your brand should be looking for to get started.

- So, are you interested in unpacking how we could do [This] together?
- Have you thought/tried about [Doing this] before?
- Would you be open to learning more about [This]?
- Would you like to know how we fixed this with [This Company] and how we could adapt it for you?
- Should we go through my recommendations to fix [This challenge]?



- Always good to ask a **question that triggers a "yes"**.
- Then, you can move on to the solution(s).
- Lay out clear responsibilities, timeline, next steps.
- Take notes to quickly send the follow-up email and the detailed Google Agenda meeting.

Closing

- "What will it take for us to do business?"
- "How soon can we begin?"
- "What is my best shot for winning your account?"
- (If they're a returning customer) "What did we do in the last sale that impressed you most?"
- "What's the best time to touch base before you present the product to stakeholders?"

Decision

- Who other than yourself, is involved in the decision to buy this product?
- I was wondering if this type of investment decision is made by a group of people in your company or do you have the sole responsibility for approving the important purchase?
- What role your immediate supervisor have in this purchase?
- I assume this type of purchase is within your budget authority. Or am I making a wrong assumption?
- I realize this a big purchase. Would you mind telling who will be on "Who has final authority" to approve and write a cheque for this purchase?

Timeline

- When would want to begin enjoying the benefits of this unique product?
- Would you be for an immediate need or are you planning this for later in the year?
- How much in a hurry are you?
- I was wondering about your timetable. What are the steps you normally go through with this type of purchase?
- What kind of schedule would we have to meet to satisfy your needs?
- What are your expectations in terms of time?