

Are you taking control of your sales?

Based on the selling profiles from the book *Challenger Sale: Taking Control of the Customer Conversation* by authors Brent Adamson and Matthew Dixon

The Five Profiles of Sales Representatives

The first step in taking control of your sales is to understand the five different profiles of sales representatives below:



Hard Workers

- Go above and beyond
- Never give up
- Motivate themselves
- Work to continuously improve



Lone Wolves

- Act on their own instincts
- Work independently
- Are confident in themselves



Challengers

- View the world differently
- Learn the customer's business
- Engage in debate
- Push customers outside comfort zones



Relationship Builders

- Build strong network of customers
- Help others generously
- Are friendly with everybody



Problem Solvers

- Are responsive to all questions
- Find solutions to any problem
- Focus on the details of the situation

Where Do You Fit In?

Rank the profiles on how well their description matches your behaviors with one being the profile that fits you best:

1. _____
2. _____
3. _____
4. _____
5. _____

The Top Profile For Taking Control

Believe it or not, the profile that should be ranked number one, if you are taking control of your sales, is the challenger profile. Grade yourself below to see how close you really are to being a challenger.

Approach

- A:** It doesn't matter what the product or service is, I know I can sell it because it's all about how you sell and not what you sell.
- B:** I am focused on my selling approach, but sometimes my confidence slips and I start to shift more on what I'm selling.
- C:** I know I need to focus on how I'm selling, but I still think what I sell is just as important.
- D:** I have little strategy on how to sell, but I rely on having a good product.
- F:** I count on the product as the only selling point, I have no strategy going into sales.



Are you taking control of your sales?

Based on the selling profiles from the book *Challenger Sale: Taking Control of the Customer Conversation* by authors Brent Adamson and Matthew Dixon

Comfort Zone

A: I'm always challenging my customers and myself to view the world in new and innovative ways and show them the rewards for taking risks.

B: I challenge my customers to a point, but if there's something they're set on I give up on that topic.

C: I try to challenge customers to view things differently, but I still need some coaching on my abilities to challenge.

D: Instead of challenging customers outside of their comfort zone, I try to join their zone to build a relationship.

F: I don't believe in challenging people because I'm afraid of the risks involved.

Teaching

A: I understand a customer's business so well that I end up teaching them new ways they can improve and run more efficiently.

B: I understand a customer's business and I am able to teach them things, but I don't always delve deep enough in my learning and in return I miss some ideas.

C: I learn just enough about a customer's business to get by in a sale but I do teach them about my product.

D: I don't bother to learn about a customer's business beforehand, I solely teach them what I know about my product.

F: I don't do any research on a customer's business or my product and therefore I don't know how to teach them anything.

Value

A: I know and fully understand the importance of customer value and focus on sharing the values my product can bring to provide them with the greatest efficiency.

B: I share the values of my product with the customer because I want to help them, but I haven't taken the time to fully understand it myself.

C: I think value and price of a product are equally important and spend an equal amount of time on both aspects when selling a product to a customer.

D: Price is more important than value and that's how it comes across in my sales.

F: Who cares about value? I think you should buy my product because it's the cheapest on the market.

Challenge

A: I love to debate and I'm not afraid to debate with a customer and push them to see how effectively my product could help their business.

B: I debate customers on some aspects of my product, but there are some things I'm afraid to challenge them on.

C: I occasionally debate customers, but not in a way that fully challenges them to view things more effectively.

D: I rarely debate, simply because I haven't done enough research to understand how my product could improve their business.

F: I would never debate a customer, even if they refuse to acknowledge how my product could help. After all, the customer is always right.



Are you taking control of your sales?

Based on the selling profiles from the book *Challenger Sale: Taking Control of the Customer Conversation* by authors Brent Adamson and Matthew Dixon

Grading Scale

Now assign the point value to the grades you gave:

A = 4.0

B = 3.0

C = 2.0

D = 1.0

F = 0.0

Next, add your points up and divide them by five to receive your challenger GPA.

4.0 GPA: Congratulations, you probably ranked the challenger profile in the number one slot, and if you didn't you should have. You have all the traits of a challenger and you're ready to take control of your sales. If you'd like to learn more about how being a challenger benefits you and your career, give Misura Group a call.

3.0-3.8 GPA: You show a lot of traits of being a challenger, but there's still more you could do to fully take control of your sales. Contact Misura Group to learn how you can become a challenger.

2.0-2.8 GPA: You may have some traits of a challenger, but you still have work to do to fully fit the profile. Contact Misura Group and we'll help you find out what you need to do to improve.

1.8 or below: The challenger profile was probably ranked in one of the last places on your list. If you want to learn how to change that and become a challenger, contact Misura Group and we can help.