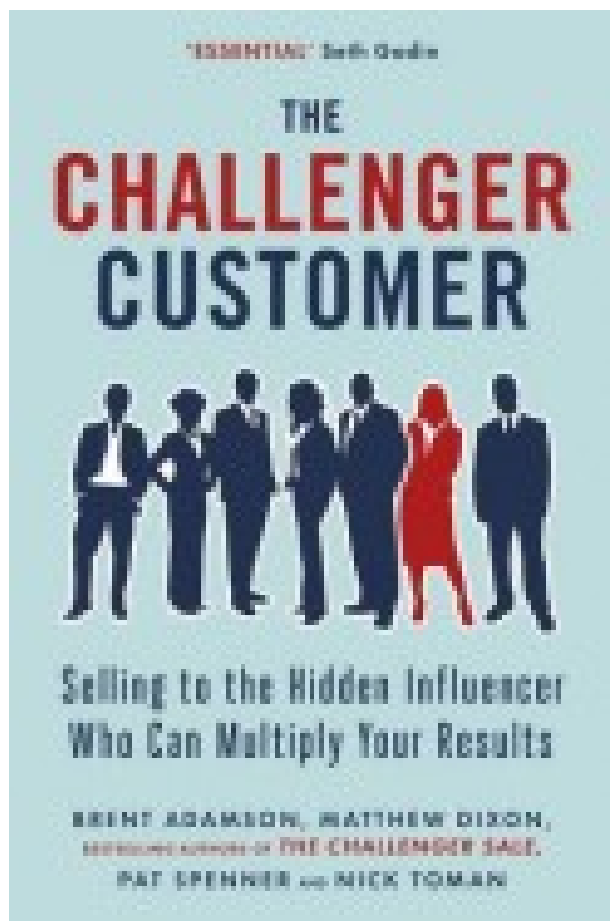


The Challenger Customer



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The long-awaited sequel to the bestselling sales classic *The Challenger Sale* 'A handbook of practices that will help you get into your customers' heads, deliver good value, and win the sale' DANIEL H. PINK, author of *To Sell is Human* and *Drive* Four years ago, the authors behind *The Challenger Sale* overturned decades of conventional wisdom with a bold new approach to sales. Now they reveal something even more surprising: the highest-performing sales teams don't focus on friendly, attentive customers. Instead, they target challenger customers. Challenger customers are sceptical, less interested in meeting, and ultimately indifferent as to who wins the deal. But they also have the credibility, persuasive skill and will to challenge the status quo that will get a deal to the finish line far more often than customers who are easier to connect with. Based on new CEB research from thousands of B2B marketers, sellers and buyers around the world, *The Challenger Customer* shows you how to find these 'mobilizers' and equip them with the tools to effectively challenge their own organizations on your behalf. This ground-breaking book is the blueprint you need to make the sale again and again. thechallengercustomer.co.uk

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The Challenger Sale: Taking Control of the Customer Conversation. Av: Matthew Dixon, Brent Adamson
Forlag: Penguin Books Ltd ISBN: 9780670922857 Enkel og trygg netthandel hos Komplett.

no med rask levering og et bredt sortiment innen datautstyr, PC, nettbrett, TV, mobiltelefon og hjem- og fritidsprodukter. Irene Fauskanger Head of Customer Operations, Chess. har blitt inkludert av Gartner som en Challenger i Contact Centre as a Service. Utforsk de nyeste Fiat-modellene inkludert Fiat 500, Fiat Punto og Fiat Panda. Be om en brosjyre eller bestill en prøvekjøring i dag. Franske Phoenix (bildet), irske Paddy Casey, britiske Ray Davies og Motörhead, amerikanske Lambchop, M.O.P. og Danzig og brasilianske Sepultura kommer alle til. Gartner Posisjonerer Puzzel som en Challenger i Magic Quadrant for Contact Centre as a Service, Vest-Europa Finn NikeCourt AeroReact Rafa Challenger kortermet tennistrøye for herre på Nike.com. Gratis frakt og returer på utvalgte bestillinger. 2012 Challenger Genesis 54. 7,3 meter, 3500kg. klipp den ut og lim inn i adresse linja i nettleseren.

<http://www.easynetbooking.com/customer/booking.php?hotel>. Det er publisert en rekke bøker og artikler innen dette temaet, blant annet The Challenger Sale; Taking Control of the Customer Conversation, av Dixon og Adamson.