

SalesGym Worksheet

Workshop #1 - Using Challenger Insights More Effectively

1 Mini summary of insight-relevant concerns with the HR Director from the fictitious scenario:

(Remember, this is a short summary of a small portion of the conversation)

2 Share a research-based insight in contrast to their current thinking:

(Client oriented phrasing is usually a good way to set up an insight)

3 Explain what other companies are doing differently to capitalize on these insights:

(Client oriented phrasing is effective in this part of the framework)

4 Transition to an open-ended question that goes right into the research and insight: