



WHAT THE BEST COMPANIES DO

CHALLENGER REP® IMPLEMENTATION ROADMAP

The Roadmap defines the key steps to building a Challenger Sales Organization.
If you need a partner, SEC and SEC Solutions would be honored to assist you with all or part of your Challenger journey.

Stage	I. Vision and Prep	II. Awareness	III. Adoption	IV. Application	V. Sustainment
Key Steps	<ul style="list-style-type: none"> Establish the vision for why the Challenger Model is right for your organization Build implementation roadmap and plan for managing the change effort Measure current (Challenger) skills across sales organization/roles Determine how your current Challengers are using their own winning sales messages Select "Challenger Champions": Leaders and facilitators to drive change 	<ul style="list-style-type: none"> Build corporate awareness beyond the Sales function Create and deploy key communications to build "buzz" and interest prior to training Educate Sales Managers on the Challenger Model and prepare them to lead their teams through change Provide Managers with personal feedback and a roadmap to develop their teams' Challenger capabilities 	<ul style="list-style-type: none"> Introduce Sales Managers' Challenger coaching support to sales reps Select customer accounts to workshop with peers/facilitators Conduct live training to educate sales reps on the Challenger skills Empower "Challenger Champions" to enhance adoption post-training Create accountability to ensure skill application 	<ul style="list-style-type: none"> Refine and share winning Challenger Messages based on workshop and sales successes Arm Managers with Manager-Led development activities (coaching, exercises, etc.) Continue to drive adoption via multi-media and reinforce key behavioral changes Conduct regular "check-ins" with sellers to capture successes and persisting gaps 	<ul style="list-style-type: none"> Measure progress against implementation roadmap Gain customer and seller voice on new approach Create ongoing process to source insights for new Challenger Messages Adjust talent management strategy to reflect the Challenger Model Build Challenger sustainment practices into sales process and ongoing development efforts
Guidance Available to SEC Members	<ul style="list-style-type: none"> Presentation of Challenger Selling research Challenger Selling ROI calculator Assess organizational readiness with the Anatomy of a Challenger Selling Organization 	<ul style="list-style-type: none"> Challenger business case for change template and presentation Challenger consensus building exercise for sales managers 	<ul style="list-style-type: none"> Pre-training campaign guidance Designing effective Challenger role plays Guidance packet for training on Challenger 	<ul style="list-style-type: none"> Challenger ride-along coaching Guide Pre- and post-call coaching questions for Challengers 	<ul style="list-style-type: none"> Challenger competency guidance Challenger behavioral interview guide and candidate role play guide
Direct Implementation Support from SEC Solutions	<ul style="list-style-type: none"> Build Customized Challenger Implementation Roadmap Help Craft Challenger Scorecard and Vision Statement Deploy Challenger Rep Survey Survey Challengers for "Winning Messages" Facilitate the Creation of Challenger Messages Create Challenger Development Program Train Challenger Champions 	<ul style="list-style-type: none"> Conduct Business Partner Challenger Briefing Sessions Develop Communication Strategy and Key Messages Provide Buzz-Worthy Challenger Awareness Videos/Scripts Develop Manager Blueprints—personalized tools to enact change Create and Facilitate Manager Training Session (Leading Challenger Sales Teams) 	<ul style="list-style-type: none"> Customize Challenger Coaching Guide for Managers Create Challenge Account Planning Templates Create and Facilitate Challenger Rep Training Session Provide Challenger Keystone Tool—summary Challenger workshop for future reference 	<ul style="list-style-type: none"> Create and Manage Structured Reinforcement—typically across 90 days Capture and Deploy Emerging Challenger Messages Provide E-modules, Podcasts, and Manager Support to reinforce key lessons and early wins Facilitate Best Practice Sessions Among Managers, Reps 	<ul style="list-style-type: none"> Assess Initial Implementation of Challenger Enhance Managers' Coaching Skills Continue to Improve Challenger Capabilities in Virtual / Custom Support Workshops for Reps Create Custom Challenger Competency Models Develop Customized Challenger Hiring Guides



At Members' requests, SEC and SEC Solutions have developed training, tools, and comprehensive support to help you build a Challenger organization and manage change. To learn more, contact us as challenger@executiveboard.com.