



# CHALLENGES WITH THE CHALLENGER™ MODEL --- AND HOW TO FIX IT

White Paper



# CHALLENGER™ CHALLENGES

In the world of B2B sales, Challenger™ and Insight Selling are celebrated as transformative approaches that can reshape customer relationships. Yet, despite their potential, only about 10% of companies see success with these methods. The issue isn't with the frameworks themselves—it's with how organizations attempt to implement them.

Sales leaders adopt Challenger™ with high hopes but often overlook the deep, structural changes required for success. According to the creators of these methods, only 10% of organizations achieve desired outcomes!

The low success rate suggests companies need more than just a training program. True transformation involves a mindset shift, deeper alignment with customer outcomes, and long-term commitment. This article will unpack common pitfalls and explain what it truly takes to transform into a customer-centric organization.

## **Why Traditional Cultures Resist Customer-Centric Change**

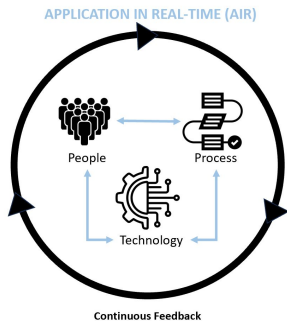
- **Legacy Product-Centric Thinking:** Many organizations are steeped in a product-first mindset, focusing on features rather than customer value.
- **Lack of Leadership Commitment:** Leadership often underestimates the effort required, delegating the responsibility to training sessions instead of integrating it into broader strategy.
- **Organizational Silos:** Misalignment across departments leads to inconsistent messaging and experiences for customers.
- **Short-Term Focus & Resistance to Change:** A focus on quick wins undermines the patience and consistency needed for sustainable transformation.

# APPLICATION IN REAL TIME

Companies need a holistic approach that goes beyond siloed efforts. This means addressing these ingrained mindsets to create a unified, customer-centric culture.

## Event-Based Training: Why It Doesn't Work

Many companies rely on one-off training events or limited digital modules, expecting immediate behavior changes. After the training ends, employees are often pulled back into outdated processes and expectations.



Behavioral change requires time, support, and repeated reinforcement. Effective adoption of Challenger™ or any sales methodology involves g, practical applications, and a framework real-world practice. Application the only way to achieve behavior

change.

## The Elephant in the Room: Achieving True Customer-Centricity

To create a customer-centric culture, companies must realign processes, technology, and teams to prioritize customer outcomes over internal KPIs.

Necessary Action Steps:

1. Roadmap of Small Changes: Instead of a massive overhaul, companies should set a series of small, achievable goals.
2. Customer-Outcome Focused Training: Align training and coaching with specific customer outcomes, ensuring that sales reps understand the broader impact of their work.
3. Holistic Transformation Partner: Work with partners who offer not just training but ongoing support, process refinement, and alignment across departments.

# ACHIEVE BEHAVIOR CHANGE

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For successful implementation, companies need to connect their people, processes, and technology to focus on customer business outcomes. This doesn't mean merely adding new tools but rather integrating systems and processes, so all team members provide a simplified and differentiated experience at every touchpoint.

Only through this ecosystem approach can companies truly unlock the value of its investments in Challenger™ or any other sales methodologies which are implemented with good intentions that fail to create a differentiated customer approach.

## **Ready to Transform?**

Transforming your organization into a customer-focused, insights-driven team is a journey, not a quick fix. If you're ready to explore what this journey looks like, BETR is here to guide you with a customized roadmap and actionable steps for meaningful change.

Visit [BETR](https://www.BETRInc.com) for an evaluation and discover how we can help you bridge the gap between training and true customer-centric transformation.

[www.BETRInc.com](https://www.BETRInc.com)

# BETTER BY DESIGN

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**BETR** was founded and created by like-minded friends and peers who have seen and lived the described problems close up for the past 30+ years. As Executives, business leaders and entrepreneurs, we passionately believe there is a better way.

At our core, this is a consulting and execution business focused on the effectiveness of clients' revenue generating teams.

Our bespoke **Solution** Offerings fall into four areas that are the key elements of a revenue effectiveness strategy:

## STRATEG



## PEOPLE



## PROCESS



## TECHNOLOGY



The underlying **Services** or how we do this reflect where we spend our time to drive outcomes for our clients:

## CONSULTING



## DESIGN



## TRAINING



## COACHING



## EXECUTION SUPPORT



