



Challenger Service Offerings		
Services	Estimated Scope	Potential Deliverables and Materials
Challenger Messaging Engagement & Messaging Certification Program	<p>Develop Challenger Messages around a single product/service/solution.</p> <p>With Messaging Certification, build the organizational capability to apply the Challenger Messaging Methodology to create Commercial Insight and Challenger Messages in the future.</p>	<ul style="list-style-type: none"> Participant Webinar, Leadership Call, Focus Groups, Candidate Call Customer Survey (optional) A 2-day Challenger Message Creation Workshop (max 15 attendees) 3 Challenger Messages Messaging Toolkit, Conversation Guide and Pitch Deck Guide 1 Pitch Deck to accompany 1 Message Single review of client created pitch deck Before/After Messaging Summary Message Launch & Sustainment (structured post-workshop guidance) Comprehensive tutorial and certification of select candidates on the Challenger Messaging Methodology (if purchased)
Challenger Messaging Foundations	Build awareness of Challenger Messaging, Commercial Insight, and content strategy, designed for marketing teams.	<ul style="list-style-type: none"> A 1-day workshop for marketing professionals (minimum of 10 and maximum of 25 Users)
Challenger Skills Diagnostic	This survey determines the critical talent gaps in your sales organization. We do this at the level of individual reps, across teams, and for the whole sales function. Aggregate analysis helps you scope your training investments, while individual reports help sellers pinpoint areas of strength and development.	<ul style="list-style-type: none"> Project and communication plans Challenger administration of the Challenger Skills Diagnostic to front line sales managers who will evaluate a specified number of sellers One (1) Organizational Benchmark Results Report and one (1) Team Summary Report for each participating sales manager One (1) webinar to deliver the Organizational Benchmark Results Report Two (2) webinars for sales managers to outline the contents of the Team Summary Report
Manager Coaching Diagnostic	Few Sales Managers spend adequate time providing true skill-based coaching to their sellers. This survey aligns to Challenger's PAUSE coaching model, benchmarking the quantity and quality of coaching currently provided. Aggregate analysis informs leadership decisions while manager-level reports drive individual follow up and accountability.	<ul style="list-style-type: none"> Project and communication plans Challenger administration of the Manager Coaching Diagnostic to front line sellers who will evaluate a specified number of sales managers One (1) Organizational Benchmark Results Report and one (1) Manager Coaching Report for each manager evaluated One (1) webinar to deliver the Organizational Benchmark Results Report Two (2) webinars for sales managers to outline the contents of the Manager Coaching Reports
Challenger Development Program™: Building Challenger Skills	Challenger best practice development model provides support beyond simply training and ensures adoption over the course of a holistic development	<ul style="list-style-type: none"> Challenger Development Program launch & program management Challenger Portal with communications for Awareness, Adoption, and



	<p>experience. Focused on Awareness, Adoption and retention and Application and transference.</p>	<p>Application (and associated e-learning, podcasts, Skill Workouts, and video assets)</p> <ul style="list-style-type: none"> • A 1-day Leading Challenger Change Workshop (minimum of 10 and maximum of 25 users) [or a Coaching to the Challenger workshop i] • A 2-day Challenge Yourself Seller Workshop (minimum of 20 and maximum of 25 Users) • If languages other than English are required, Challenger will provide communication plans, Challenger Portal awareness and application courses and various supporting material, and classroom materials in the following languages: French, German, Korean, Japanese, Portuguese, Simplified Chinese, Castellan Spanish and Spanish (LATAM)
<p>Challenger Development Program: Coaching to the Challenger</p>	<p>Managers are a key factor in driving change in an organization, and this program focuses on teaching front-line sales managers how to coach using best practices for sales management.</p>	<ul style="list-style-type: none"> • Challenger Development Program launch & program management • Challenger Portal with communications for Awareness, Adoption, and Application (and associated e-learning, podcasts, Skill Workouts, and video assets) • A 2-day Coaching to the Challenger Workshop (minimum of 10 and maximum of 25 Users)
<p>Challenger Train the Trainer: Challenger Development Program</p>	<p>This program focuses on certifying individuals within a client organization to deliver the Challenge Yourself” program for sellers.</p>	<ul style="list-style-type: none"> • Challenger Portal with communications for Awareness, Adoption, and Application (and associated e-learning, podcasts, Skill Workouts, and video assets) • Facilitator Guide & Facilitator Script and access to the Train-the-Trainer portal • Certification Scorecard • Set number of Licenses to Challenge Yourself to order additional workbooks for Users as ordered
<p>Challenger Development Program: Commercial Teaching & the Sales Conversation</p>	<p>One-day live workshop for front-line sales reps to get practice, and skill development, and sustainment of Commercial Teaching skills. It includes a preparation and reinforcement program, driven by the Challenger Portal.</p>	<ul style="list-style-type: none"> • Program launch & program management • Challenger Portal with communications for Awareness, Adoption, and Application (and associated e-learning, podcasts, Skill Workouts, and video assets) • A 1-day Commercial Teaching & the Sales Conversation Workshop (minimum of 20 and maximum of 25 users)
<p>Challenger Development Program: Activating Customer Mobilizers</p>	<p>One-day live session focused on teaching stakeholder management (Mobilizer) and Commercial Coaching. It includes a deeper dive into the</p>	<ul style="list-style-type: none"> • Program launch & program management • Challenger Portal with communications for Awareness, Adoption, and Application (and associated e-learning,



	<p>concepts of Mobilizer and Commercial Coaching for sales reps. It includes a preparation and reinforcement program, driven by the Challenger Portal.</p>	<p>podcasts, Skill Workouts, and video assets)</p> <ul style="list-style-type: none"> • A 1-day Activating Customer Mobilizers Workshop (minimum of 20 and maximum of 25 users)
<p>Coaching to the Challenger: Revisiting Coaching Principles</p>	<p>This program is a one-day session designed to help managers practice their coaching skills and focus on key Challenger behaviors.</p>	<ul style="list-style-type: none"> • A 1-day Workshop (minimum of 10 and maximum of 25 Users) focused on reviewing key coaching best practices and a review of Challenger skills
<p>Challenger Development Program: Challenge Yourself for Account Managers</p>	<p>Challenger best practice development model provides support beyond simply training and ensures adoption over the course of a holistic development experience. Focused on Awareness, Adoption and retention and Application and transference, all in the context of account renewal and growth, leveraging the Customer Improvement research.</p>	<ul style="list-style-type: none"> • Challenger Development Program launch & program management • Challenger Portal with communications for Awareness, Adoption, and Application (and associated e-learning, podcasts, Skill Workouts, and video assets) • A 2-day Challenge Yourself Workshop (minimum of 20 and maximum of 25 Users)
<p>Challenger Development Program: Challenge Your Team</p>	<p>This program focuses on helping front-line managers coach to new skills of activating customer Mobilizers and Commercial Coaching their teams learn in additional workshops, as well as teaching Sales Innovation</p>	<ul style="list-style-type: none"> • Challenger Development Program launch & program management • Challenger Portal with communications for Awareness, Adoption, and Application (and associated e-learning, podcasts, Skill Workouts, and video assets) • A 2-day Challenge Your Team Workshop (minimum of 10 and maximum of 25 Users) for front-line sales managers
<p>Challenger Activation</p>	<p>Challenger Activation is a blended learning program designed with high-growth, mid-sized enterprises in mind. The program's tools, resources, and trainings help organizations prepare for, install, and embed the Challenger methodology.</p>	<ul style="list-style-type: none"> • Live program kick-off session with Challenger expert • Virtual Challenger skills training and reinforcement resources available through the Challenger Portal (courses available for front-line sellers and managers) • Insight Designer tool and supplementary resources and advisement for commercial insight creation • Sales Planner tool to help sellers apply the Challenger approach to current opportunities • Opportunities to network with peers through live summits and virtual webinars • Ongoing access to Challenger expertise and support • Challenger Activation is currently only available in English
<p>Challenger Selling Foundations</p>	<p>This is a blended learning, skill-building course that introduces the concept of Challenger. It introduces participants</p>	<ul style="list-style-type: none"> • E-learning modules for purchased sellers and managers to build conceptual



	<p>to key Challenger skills in a virtual learning environment with 6 courses typically delivered over 4-6 weeks. There is also a manager component that touches briefly on coaching (Coaching Challengers).</p>	<p>understanding and apply skills to real accounts of Challenger</p> <ul style="list-style-type: none"> • E-learning module on coaching techniques for purchased managers • Manager path within skill development program to provide coaching tips and exercises to practice skills with sellers offline • Utilization Reporting
<p>Challenger Selection</p>	<p>This engagement helps companies hire Challenger talent. A validated self-assessment pinpoints the candidates that are statistically more likely to succeed. Various interview guides provide Sales Managers with decision support to make the best possible hire while an Onboarding Portal accelerates new hire time-to-productivity.</p>	<p>Job Candidate Assessment:</p> <ul style="list-style-type: none"> • Company-specific assessment site, set up with the Challenger Assessment solution(s) • Unlimited access for job candidates applying to sales roles for the team(s) within scope • One (1) Recruiter Report, Interview Guide, and Development Report for each candidate-completed assessment <p>Stakeholder Onboarding & Program Management:</p> <ul style="list-style-type: none"> • Two (2) recordable onboarding Webinars, recommended as one for recruiters and one for sales managers • Reference Guide: Challenger Selection Overview for Hiring Stakeholders • Quarterly utilization and score trends report <p>Advanced Interview Exercises:</p> <ul style="list-style-type: none"> • Two (2) role-play interview exercises for Company to manage and lead: <i>Strategic Site Analysis Exercise</i> and <i>Simulated Strategic Supplier Negotiation</i>: One (1) Exercise Booklet, Assessor's Manual and Scoring Sheet for each exercise <p>New Hire Onboarding Portal:</p> <ul style="list-style-type: none"> • Company-specific site set up with resources for initial Challenger awareness such as blogs, videos, podcasts and peer information sharing
<p>Effortless Experience Quality Transformation Engagement</p>	<p>This engagement helps companies transform their Customer Experience and service organization QA process by focusing evaluations on flexible behavior-based competencies rather than rote checklists. Challenger supports competency selection and delivers an in-person workshop to</p>	<ul style="list-style-type: none"> • Deployment of Rep Competency Assessment to leadership team for final competency selection. • Challenger analysis of survey results & leadership review of assessment data to finalize selection of 6 competencies for inclusion.



	<p>upskill teams on how to assess performance using the new competency mastery levels.</p>	<ul style="list-style-type: none"> • Program workbook & live Challenger facilitated workshop for QA team and relevant leaders (Full Day; max 20 participants). • Post-workshop toolkit to upskill new QA staff on competency calibration.
Effortless Experience Capabilities Builder For Reps	<p>This program introduces Customer Experience and service organization reps to the nine low-effort skills through a blended learning experience that includes both live and virtual training. The program features robust change management support for leadership and supervisors.</p>	<ul style="list-style-type: none"> • One (1) half-day Leading Low-Effort Transformation workshop for leaders (max 20 participants). • One (1) half-day Program Introduction and Change Management workshop for supervisors (max 20 participants). • Three (3) live training visits, one for each of the three Modules included in the Capabilities Builder, to be delivered at a single, consistent Company site for up to 60 reps (up to three cohorts with min 10 and max 25 participants) in one day. • Nine (9) Virtual learning sessions for purchased reps, which last thirty (30) minutes each.
Effortless Experience Capabilities Builder: Trainer Certification	<p>This program focuses on certifying individuals within a client organization to deliver the Effortless Experience Capabilities Builder program for frontline Customer Experience and service organization reps.</p>	<ul style="list-style-type: none"> • Certification for purchased individual(s) in curriculum delivery and supporting resources.
Effortless Experience Capabilities Builder: Master Trainer Certification	<p>This program focuses on certifying individuals within a client organization to deliver the Effortless Experience Capabilities Builder program for frontline Customer Experience and service organization reps, as well as certify other trainers within the client organization to do the same.</p>	<ul style="list-style-type: none"> • Master Certification for purchased individual(s) curriculum delivery and supporting resources. • Challenger will conduct one (1) additional visit per Master Trainer to either observe Master Trainers leading a certification class for trainers or to observe a class led by a Trainer certified by Master Trainer. • Master Certification Candidates will certify purchased number of additional trainers.
Effortless Experience Capabilities Builder: Rep Licenses	<p>Customer Experience and service organization Rep Licenses are to be used by Challenger Certified client trainers when leading additional groups through the program.</p>	<ul style="list-style-type: none"> • Additional Licenses for the access to classroom materials and virtual course with Challenger Certified client trainer for duration of contract term. • Admin access to the virtual platform for one Company Certified Trainer per 50 employees. • Company will order printed classroom materials via Challenger-approved vendor. • Training facilitated by and reporting conducted by Challenger Certified client trainer.



Effortless Experience Coaching Leadership Engagement	Coaching	The workshop will focus on the importance of coaching, communication style-based coaching strategies, how to create a sustainable environment to support the Integrated Coaching Framework.	<ul style="list-style-type: none"> Coaching Leadership Engagement half-day workshop for managers and leaders (min 5 and max 20 participants).
Effortless Experience Coaching Capabilities Builder	Coaching	This program teaches supervisors how to practice best-in-class coaching in the contact center environment. The program includes a blended learning approach that features live classroom sessions as well as online reinforcement exercises.	<ul style="list-style-type: none"> Coaching Effectiveness Survey and Reassessment Survey for purchased participants. Supervisor Coaching 2-day live training workshop(s) (min 10 and max 15 participants). Virtual learning course for participating supervisors to last eight (8) weeks.
Effortless Experience Coaching Capabilities Builder: Trainer Certification	Coaching	This program focuses on certifying individuals within a client organization to deliver the Coaching Capabilities Builder program for frontline Customer Experience and service organization reps.	<ul style="list-style-type: none"> Certification for purchased individual(s) curriculum delivery and supporting resources.
Effortless Experience Coaching Capabilities Builder: Master Trainer Certification	Coaching	This program focuses on certifying individuals within a client organization to deliver the Coaching Capabilities Builder program for frontline Customer Experience and service organization reps, as well as certify other trainers within the client organization to do the same.	<ul style="list-style-type: none"> Master Certification for purchased individual(s) curriculum delivery and supporting resources. Challenger will conduct one (1) additional visit per Master Trainer to either observe Master Trainers leading a certification class for trainers or to observe a class led by a Trainer certified by Master Trainer. Master Certification Candidates will certify purchased number of additional trainers.
Effortless Experience Coaching Capabilities Builder: Licenses	Coaching Supervisor	Supervisor Licenses are to be used by Challenger Certified client trainers when leading additional groups through the program.	<ul style="list-style-type: none"> Additional Licenses for the access to classroom materials and virtual course with Challenger Certified client trainer for duration of contract term. Admin access to the virtual platform for one Company Certified Trainer per 50 licensed employees. Training facilitated by and reporting conducted by Challenger Certified client trainer.