

Recommended by *Isabella Schnellbügel*,
Chief Strategy Officer at Ogilvy Frankfurt



Read & edited by Mohita Ghosal | Ogilvy Social.Lab Amsterdam

The Challenger Sale

Taking control of the Client Conversation

The Challenger Sale is a book based on global research, how to outperform the competition in pitches and selling more to existing clients. It is about pitching and selling complex *business solutions* in business-to-business situations. There are dramatic findings from the research, like: It is not *what* you sell but *how* you sell. Teaching existing and potential clients is the secret. And this teaching is best done by people with the profile of a *Challenger*. *Challengers* outperform core performers by 200% in winning pitches and closing deals.

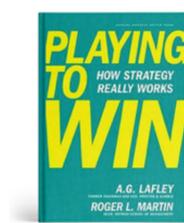
"The book The Challenger Sale establishes that successful selling is about provoking new perspectives. It's about taking a holistic view on client, industry, and market trends. And about tailoring solutions that help address your clients' biggest problems in a smart way. If you think about it that way, selling can actually be a lot of fun".



Isabella Schnellbügel
Chief Strategy Officer | Ogilvy Germany Group

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The Global Reading Club also recommends:



Playing to win

Business strategy is an integrated set of choices that uniquely positions the firm in its industry, to create sustainable advantage and superior value relative to the competition. Strategy is about making 5 key choices:

1. What is our winning aspiration?
2. Where will we play?
3. How will we win?
4. What capacities must we have?
5. What management systems are required?

It is about the winning aspiration of the company and how to realize this aspiration.

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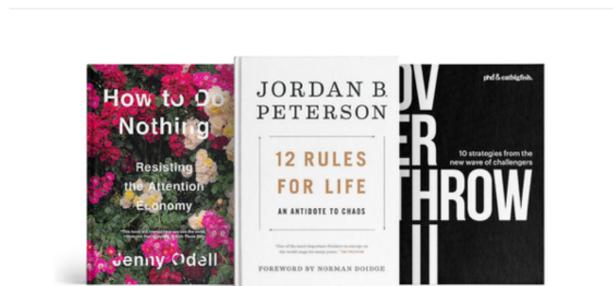
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Our lives are dramatically enhanced when we're involved in core personal projects that we consider meaningful, manageable and not unduly stressful, and that are supported by others." — Quote by Susan Cain, American Author of the book 'Quiet'.

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