**Draft letter**

Subject**: ‘**It is not what you sell, it is how you sell to win the pitch and close the sale

Dear ………,

It is an evolving journey to sell bigger, more complex, disruptive, and expensive *solutions.* *Solution selling* needs skills necessary to drive commercial success. It is an ability to succeed in a complex sales model, when selling in a business-to-business situation. The book *The Challenger Sale* gives a well-articulated blueprint for building effective pitch teams, which have a more sustainable competitive advantage.

It all starts with the formulation of the central question: *“What is the real business issue to be solved?”* Meeting client’s needs is *not* enough to win the pitch or close the deal. That is what the competition also does. Solving the real business issue needs unique and valuable insights. It is about teaching the client a new way at looking at his business, seen from your professional point of view. You must understand the client’s underlying problems or challenges first, understanding: *“What’s keeping the client up at night?”*

Who is the pitch winner? There are five profiles of people, which emerged from a global research: the *Hard Worker,* the *Relationship Builder*, the *Lone Wolf*, the *Reactive Problem Solver* and the *Challenger.* There is a clear winner, if it comes to winning a pitch and closing the deal. And that is the person with the profile of the *Challenger*. The *Challenger* outperforms other performers by almost 200%.

*Challengers* won out, not by a small margin, but a massive one. *Challengers* bring the highest value to clients. In pitches *Challengers* win in terms of client impact. *Challengers* make clients think. They bring new ideas by finding creative and innovative ways to help the client’s business. Clients demand more depth and expertise and expect to be taught things they don’t know. Teaching is one of the core skills of *Challengers*. They are the debaters on the team. They’ve got a deep understanding of the client’s business. They use that understanding to push the client’s thinking.

*Challengers* are ‘boat rockers’. They focus on *making* or *saving* money for the clients and prevent them from stepping on landmines. The core skill of a *Challenger* is to teach clients, not just teaching, but Commercial Teaching. It is about *how* they sell, not *what* they sell.

Here are six points that make *Challengers* successful pitch-winners:

1. A Challenger offers the client *unique perspectives*
2. Has *strong two-way communication skills*
3. *Knows the individual client’s value drivers*
4. Can *identify economic drivers* of the client’s business
5. Is *comfortable discussing money*
6. Can *pressure the client*

These attributes represent the way *Challengers* significantly outperform their colleagues. These rather strange combination of attributes was not invented but emerged from the global research. A *Challenger* is defined by the ability to do three things: *Teach*, *tailor*, and *take control*. And *Be bold*. The best solutions are those based on *powerful insights* and *challenging* *creative ideas.* Thesewill score better if they are bold.

Here is the link that will take you to the book on the Global Reading Club website.

<https://globalreadingclub.com/books/the-challenger-sale>

Enjoy reading and listening.

(Your name)

P.S. Attached is the Newsletter, covering the book The Challenger Sale.