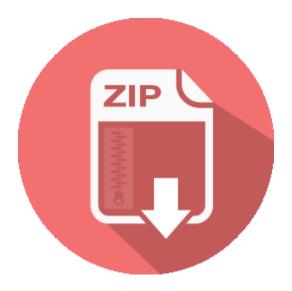
CHALLENGER SELLING



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A Challenger is really defined by the ability to do three things: teach, tailor, and take control. As the Challenger is focused on pushing the customer out of their comfort zone, the Relationship Builder is focused on being accepted into it.

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