

Challenger Sale

Teach, Tailor, Take Control

Sales Methodology Guide · convinco.co

Overview

The Challenger Sale was developed by Matthew Dixon and Brent Adamson at CEB (now Gartner), based on a study of 6,000 sales reps across industries. Their finding shattered conventional wisdom: relationship builders — the most common rep archetype — performed worst in complex sales. Challengers performed best, especially in difficult economic conditions.

A Challenger doesn't just respond to what the customer asks — they reframe how the customer thinks about their problem, offer a unique perspective, and confidently push back on assumptions. The methodology is built on three core behaviors: Teach, Tailor, and Take Control.

The Framework

Teach

Lead with a commercial insight that reframes the prospect's thinking — something they didn't know and couldn't have Googled. Your insight should reveal a problem or opportunity they weren't aware of and lead naturally to your solution. Not product features. Business impact first.

Tailor

Customize the insight and the conversation to the specific stakeholder you're talking to. A CFO cares about cost and risk. A VP of Sales cares about pipeline and rep performance. A CTO cares about integration and security. Same product, different frame.

Take Control

Don't cave at the first sign of resistance. Challengers maintain assertive positions, redirect unproductive conversations, and aren't afraid to create constructive tension. This isn't aggression — it's conviction backed by insight.

How to Use on Sales Calls

Opening

Skip the rapport small talk and lead with a Reframe: a counterintuitive insight about their industry or situation that creates immediate credibility and curiosity.

Educate	Walk through the insight with data and narrative. Show them a problem they didn't know they had, or a better frame for a problem they thought they understood.
Tailor the Value	Ask enough to understand their specific priorities, then connect your solution's value directly to what they care about most — in their language.
Take Control at Objection	When they push back on price or urgency, don't apologize or immediately discount. Re-anchor to the cost of inaction or the value of the insight you shared.

Pro Tips

- Develop 2–3 'commercial insights' for your key verticals — they're your most powerful opening asset.
- Study your top customers' business models so you can Reframe credibly, not superficially.
- Tailor content before the call — know which stakeholder you're meeting and what they care about.
- Practice controlled pushback. The goal is constructive tension, not conflict.

Powered by Convinco — Your Invisible AI Sales Copilot

Every sales methodology in this guide becomes dramatically more effective when your reps can execute it flawlessly on live calls — without relying purely on memory or experience. That's exactly what Convinco enables.

Key Features

◆ Real-Time AI Guidance

Convinco listens to your live call and surfaces the right question, reframe, or talk track at exactly the right moment — invisibly, so your prospect never knows.

◆ RAG-Powered Knowledge Base

Upload your whitepapers, battle cards, pricing sheets, and case studies. Convinco instantly retrieves verified answers to complex technical questions mid-call.

◆ Objection Handling

Never freeze on a tough objection again. Convinco generates contextual, on-brand responses based on your playbook and the live conversation.

◆ Shadow Mode for Managers

Sales leaders can enforce their winning playbook across the entire team without joining every call. Scale coaching effortlessly.

◆ Post-Call Speech Analysis

After every call, get feedback on tone, filler words, pacing, and clarity — so every rep improves with every conversation.

◆ Cross-Platform Compatibility

Works with Zoom, Google Meet, Teams, and virtually any calling platform. Zero friction to get started.

Never freeze on a sales call again.

Equip your reps with an invisible, real-time AI sales copilot.

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