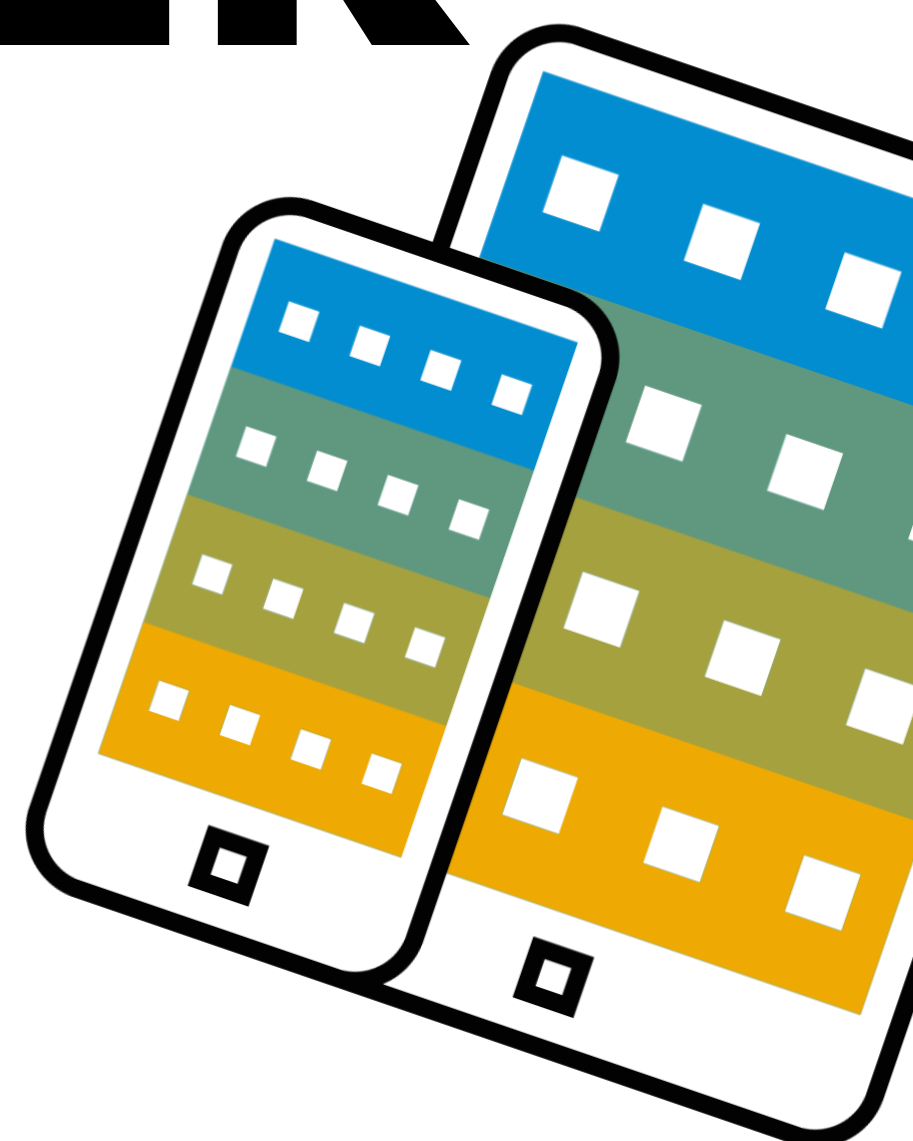
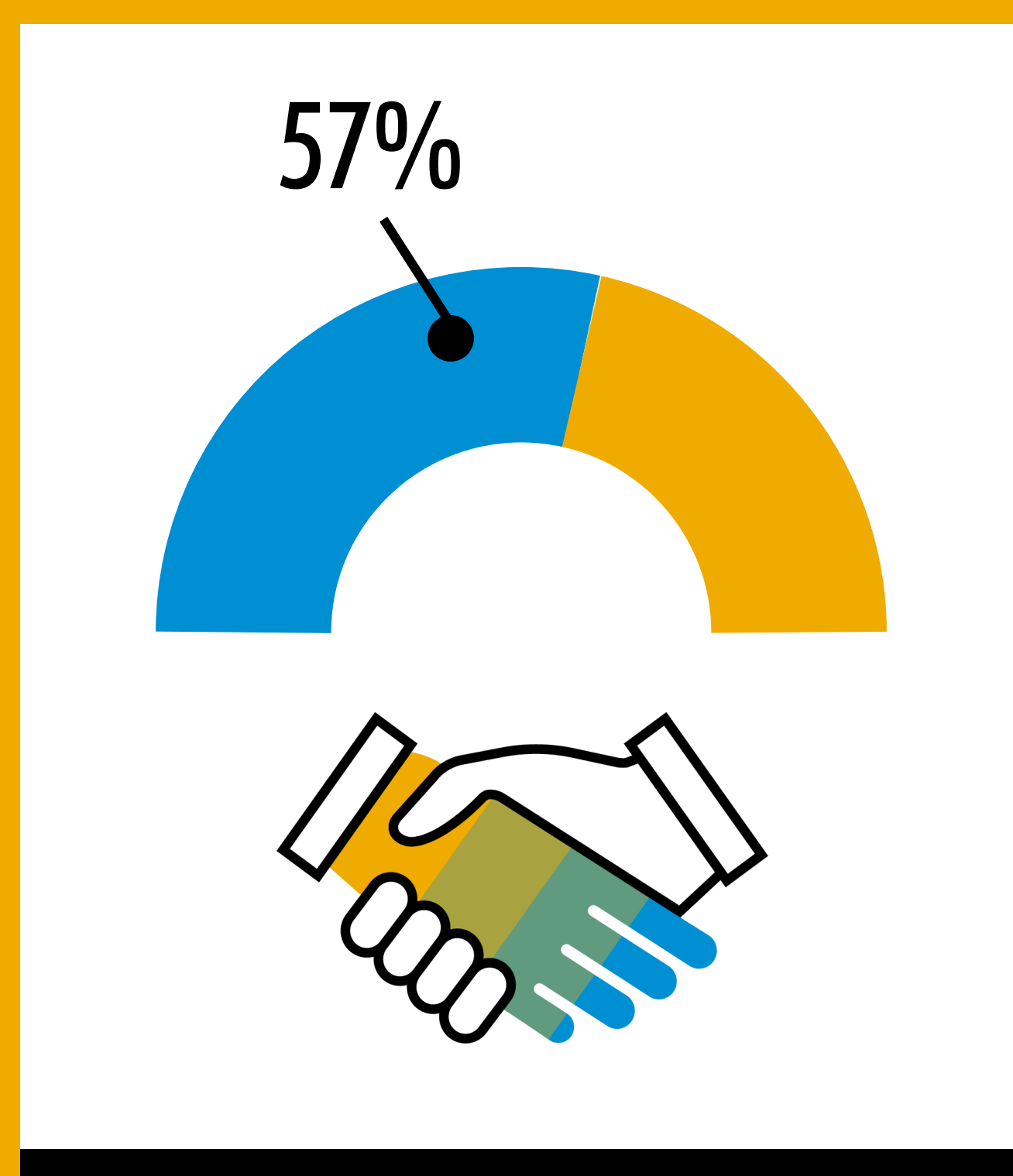


WHY CHALLENGER AT SAP CONCUR?



If you're reading this, you've already been selected by SAP Concur to join our team, meaning you've already proven that **you're AWESOME**. You're probably a pretty good salesperson, right? But what if you could be better? Challenger is a sales methodology SAP Concur follows to help you be more persuasive to the customer and **close more deals**.

Things are changing in the sales world. Customers are using the internet and their own contacts to research what they need and what options are available before you even talk to them. As more and more information is available, the typical salesperson's value goes down.



On average, customers are now 57% of the way through the buying process at first contact with a salesperson



53% of the purchase decision, and continued customer loyalty, is determined by the satisfaction of the sales process

So, in this new world of sales, how do you bring value to the customer?

Challenger

People who do adapt to the changing environment:

- Talk about industry trends
- Teach their customer something new
- Transform the customer's perspective of the problem they are facing
- Challenge their customer in dialogue

Non-Challenger

People who don't adapt to the changing environment:

- Talk about product capabilities
- Sell on feature and functionality
- Ask questions about the customer's perception of the problem
- Consistently agree with the customer

BE A CHALLENGER!

What are the hard number benefits to you in being a Challenger?

Challengers are

4.5x

more likely to be high performers in a complex sales environment

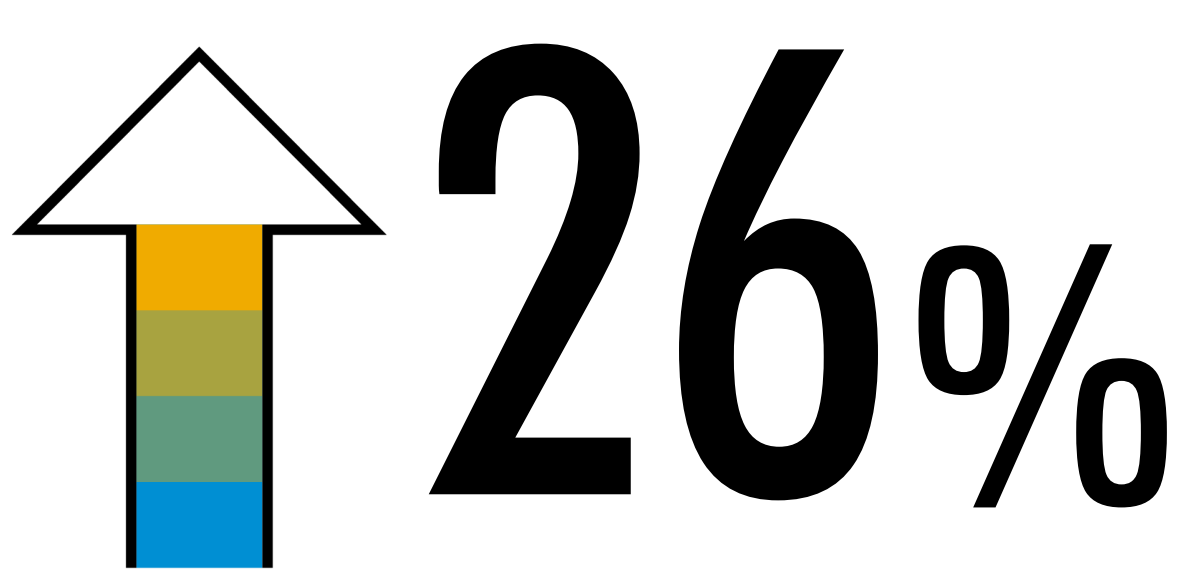
Okay, so what does that really mean to you, bottom line?

More sales means more **COMMISSION**

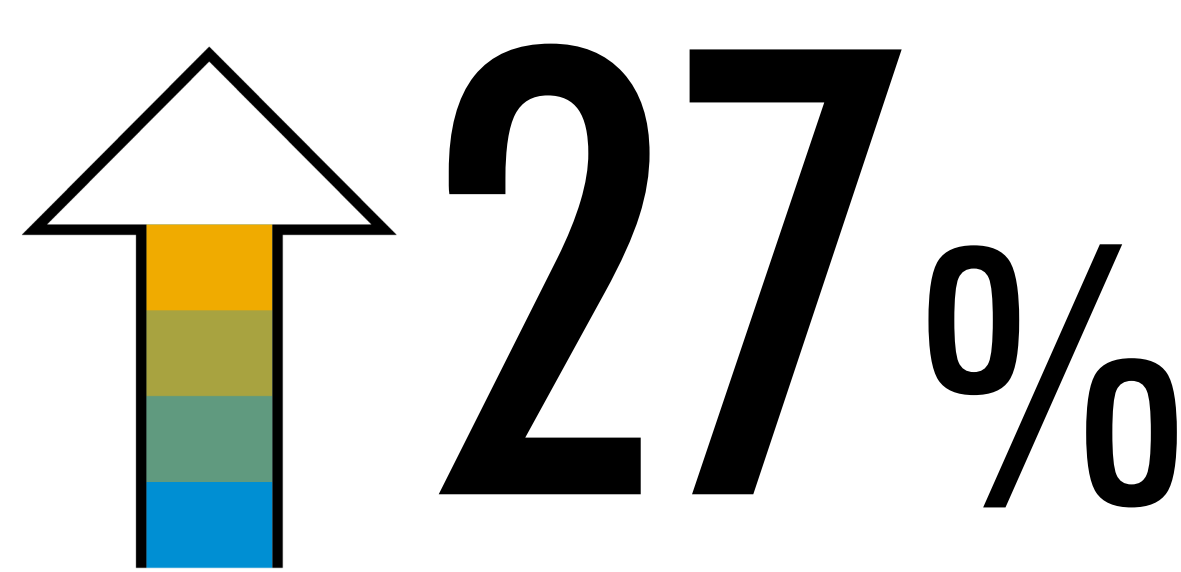


How do we know that this process works? Let's look at our parent company SAP to find out!

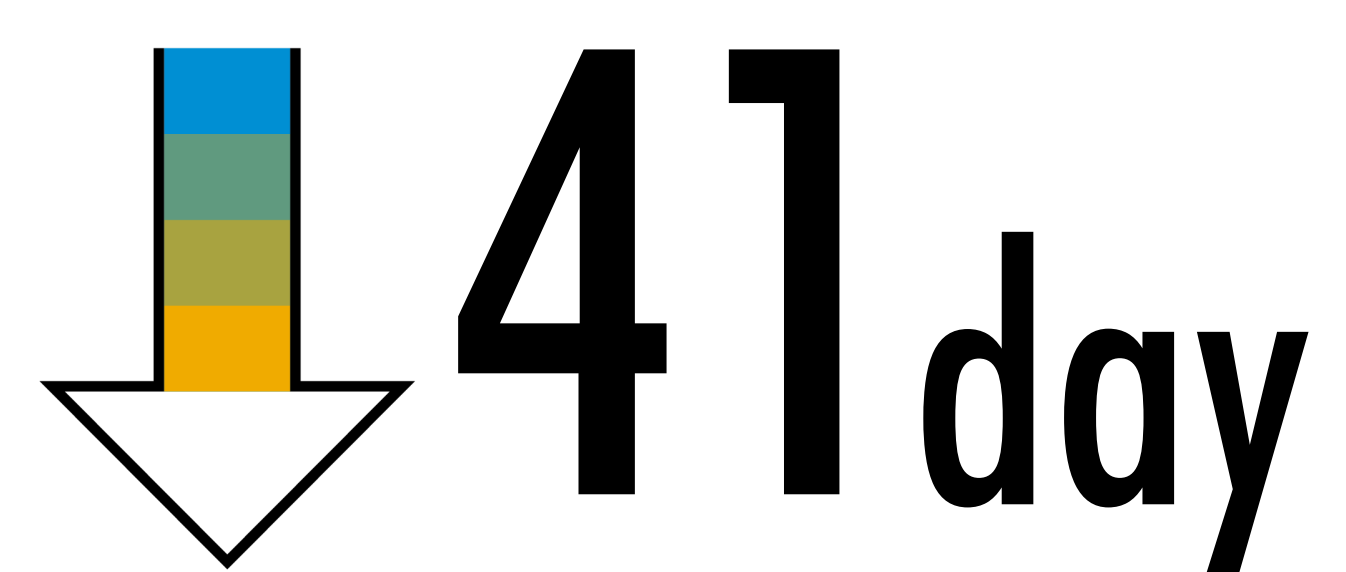
In 2013, SAP transitioned to Challenger Selling. After training 4,300 salespeople and 1,400 managers, the numbers speak for themselves...



increase of deals closed

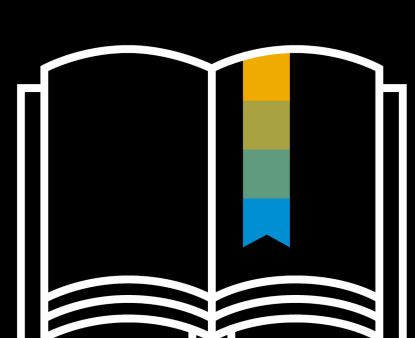


more sales revenue generated



reduction in average sales cycle

Are you ready to be a Challenger? To find out more and access resources available to you:



Read The Challenger Sale



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