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Createspace Independent Publishing Platform, 2018. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. PLEASE NOTE: This is a summary, analysis and review of the book and not the original book. In The Challenger Customer: Selling to the Hidden Influencer who can Multiply Your Results authors Abramson, Dixon, Spenner, and Toman present a new method for sellers to see more success. They base their methods around finding a stakeholder, who will support and advocate for the purchase. This SUMOREADS Analysis offers supplementary material to The Challenger Customer to help you distill the key takeaways, review the book s content, and offers insight into the writing style and overall themes. Whether you d like to supplement your understanding, refresh your memory, or simply decide whether or not this book is for you, FastReads Analysis is here to help. Absorb everything you need to know in less than 30 minutes. What does this SUMOREADS Analysis Include? A short synopsis of the original book Editorial Review of the writing style and content Key takeaways of the author s main points A short bio of the authors Original Book Summary Overview Abramson, Dixon, Spenner, and Toman s book The Challenger Customer: Selling to the Hidden Influencer who can Multiply Your Results examines the way that a drive towards group decision-making has demanded a change in sales tactics. Now, sellers need to bring several stakeholders together to agree to an idea. Their solution is to engage with one stakeholder (a mobilizer) who is most likely to understand the need for the purchase and advocate for it. BEFORE YOU BUY: The purpose of this SUMOREADS Analysis is to help you decide if it s worth the time, money and effort reading the original book (if you haven t already). SUMOREADS...

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