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## THE CHALLENGER SALE: TAKING CONTROL OF THE CUSTOMER CONVERSATION



Penguin Putnam Inc. Hardback. Book Condition: new. BRAND NEW, The Challenger Sale: Taking Control of the Customer Conversation, Matthew Dixon, Brent Adamson, The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based...

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- Authored by Matthew Dixon, Brent Adamson
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