

# CHALLENGER STRATEGIES

*Begin your business dialogue with a compelling Business Insight*

Focus efforts Here

## Mobilizers

*Make things happen!  
They know who to go to.*

Provide facts & data

*Ask them to engage Decision-Makers*

Share stories/studies and expert opinions

**Go-Getters:** Motivated by performance improvement; always seeking good ideas. They champion action based on great insights & proven results.

**Skeptics:** Wary of big complicated projects. Push back on everything. Like careful, measured implementation.

**Teachers:** Passionate about sharing insights. Sought by colleagues for input. Good at persuading others to take a course of action that they believe in.

**Guides:** Can share inside gossip; may have info not available to outsiders.

**Friends:** Nice to know, like to help you network. They provide support but not clout or influence.

**Climbers:** Focused on personal gain. Support projects that will raise their star and gain recognition.

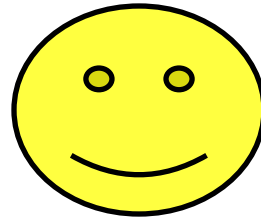
**Blockers:** Tied to the status quo. Averse to Change and Risk.

**Support your case with hard data; Emphasize Consequences. Evoke Emotion and Action!**

Use to get information

## Talkers

Nice to know but won't help you get sales.



*What's in it for me?*

**STOP**

**AchieveCorp**

People Process Performance