

# The Challenger Sale

by Matthew Dixon, Brent Adamson

A printable to-do list of the most effective habits from this book. Check one off each day you do it.

MON TUE WED THU FRI SAT SUN

<sup>01</sup> **Build A Reframe Deck**

Create a 5-slide commercial insight deck: hidden cost trend, why legacy thinking fails, quantified business impact, risk of inaction, and your new decision lens. Use this before product discussion.

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<sup>02</sup> **Stakeholder Message Grid**

Map the same opportunity three ways: CFO (margin and risk), operations (throughput and friction), and frontline leader (execution burden). Tailor language, keep one unified economic narrative.

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<sup>03</sup> **No-Decision Math**

For your next active deal, calculate monthly cost of status quo and 90-day delay cost. Bring those numbers into your next call and ask who owns that outcome if nothing changes.

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<sup>04</sup> **Control The Next Step Live**

End every call with a specific next meeting on calendar, named stakeholders, and one required pre-read. If the next step is vague, the opportunity is already decaying.

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<sup>05</sup> **Constructive Pushback Script**

Write one sentence you can use when a buyer deflects: 'If we wait another quarter, what would have to be true for that to be the right decision?' Practice until it feels natural.