




BREVET

Champion Activation Workbook



Champions are your greatest tool for progressing complex opportunities.
Identifying the right person to partner with is only part of the battle.

The real work involves guiding your Champion through the non-linear
decision journey and enabling them to build internal alignment in favor
of your solution.

The **Champion Activation Model** guides sellers on how to move deals forward in collaboration with their Champion. Sellers unlock valuable insights via a series of questions related to the 4 P's.

The Champion's answers, especially the quality and depth, help us zero-in on tactical steps to take.

Use this guide to note what you already know and tailor your questions to fill in the gaps. Then, document next steps for you and your Champion.





People

Equipping your Champion to better manage people dynamics and build consensus

Is our Champion considering all possible players? Who are they?

Do they have an accurate view of what different people think about the problem and proposed solution?

How does each stakeholder see you as a vendor? Are they advocates, blockers, or perhaps equally bad, neutral bystanders?

After signing, who might create barriers to successful implementation or solution consumption?

What internal meetings and conversations have already happened? What needs to happen next?

Next Step Action	Owner	Target Date



Position

Co-creating the pursuit strategy and message to position against alternatives

What does the customer need to believe in order to act? Is the issue seen as a nice-to-have or a must-do?

Are you being evaluated against others? If so, who? How can you emphasize the daylight with competitors?

What does the Champion see as your competitive differentiation? Is this an accurate and objective view?

Given the strengths of the competition, does the Champion know ways to reframe the problem or solution? Are there options to reposition?

How does the perception of you and your solution differ by stakeholder?

Next Step Action	Owner	Target Date



Process

Working together to define and navigate the decision/ implementation process

What did the process look like when their organization procured a solution of similar size or importance?

What's the stated internal contracting and paper process? How does that vary when off vs. on budget cycle?

What function seems to present the most hurdles or is most difficult to manage? Why?

How do we get ahead of potential legal and technical reviews? Is there paperwork or other steps to complete now?

What other process steps could we take now to smooth the transition to implementation?

Next Step Action	Owner	Target Date



Partnership

Actively collaborating and building their confidence and sense of personal ownership in the outcome

How can **we** work together to get this decision across the line?

How can **we** best document and track **our** mutual success plan?


How will a win benefit the Champion – their position, reputation, and influence within the organization?

How confident is the Champion in handling potential pushback and questions from other influencers? Potential objections and good responses?

Next Step Action	Owner	Target Date

SALES METHODOLOGY

How to Advance Complex Deals Right Now



By [Brian Williams, PhD](#)

Turning Your Most Valuable Asset into Your Most Valuable Player

Our recent pulse survey of more than 300 sellers confirms some hard truths: Deal velocity is slowing. Losses attributed to deferral/no decision are growing. This is no surprise given the prevailing mood of economic

Check out this blog to learn more about how leading sales organizations are unlocking deal success through Champion strategies.



[LEARN MORE](#)



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We work with clients who have the vision and guts to re-imagine how they
sell to today's buyers.**

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