

Challenger Sales Questions Checklist

Created by the team at [Weflow](#) ❤️

Phase	Goal	Example
Warm Up	<ul style="list-style-type: none">• Get to know the business• Discover the solutions your prospect is considering• Develop your talking points	<i>"What problems are you facing?"</i> <i>"What solutions are you considering?"</i>
Reframe	<ul style="list-style-type: none">• Show a new perspective• Point out flaws in logic• Highlight areas your prospect might be missing	<i>"A project management system is a great start, but it can only do so much. Have you considered how employee burnout could impact your scalability?"</i>
Connect	<ul style="list-style-type: none">• Use emotions to build connections• Paint a picture of what could happen if they ignore your perspective	<i>"When your team burns out, you risk a dip in productivity, an unhealthy work environment, and losing top performers to new opportunities. All of these things can make scaling even harder."</i>
Imagine the Future	<ul style="list-style-type: none">• Sell the value proposition• Show what their life could look like with your product	<i>"If you make your team's job easier, you can do more in less time. You'll reduce costs, improve productivity, and let your team focus on the work they love."</i>
Pitch	<ul style="list-style-type: none">• Sell your product	<i>"Automation software will not only make managing your projects easier, but it will take the repetitive and boring tasks off your team's plate. Scaling will become more efficient and sustainable."</i>

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