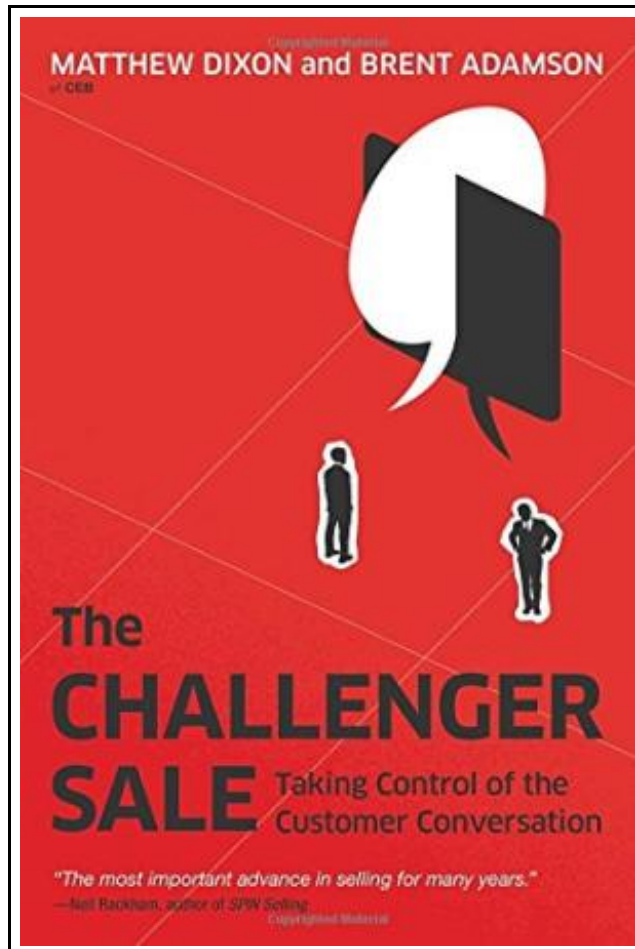


## The Challenger Sale: Taking Control of the Customer Conversation



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