



**Matt Dixon** is one of the world's foremost experts in sales and customer experience. Known for his ground-breaking research, he is a frequent contributor to Harvard Business Review and is the author of some of the most important business books of the past decade. He is a founding partner of DCM Insights, a boutique consultancy focused on using data and research-backed frameworks to help companies attract, retain and grow their customers. His first book, *The Challenger Sale: Taking Control of the Customer Conversation* (Portfolio/Penguin 2011), was a #1 Amazon and Wall Street Journal bestseller and has sold nearly a million copies worldwide and has been translated into a dozen languages. *The Challenger Sale* has won acclaim as "the most important advance in selling for many years" (SPIN Selling author Neil Rackham) and "the beginning of a wave that will take over a lot of selling organizations in the next decade." (Business Insider). He is also the author of *The Effortless Experience: Conquering the New Battleground for Customer Loyalty* (Portfolio/Penguin 2013), which introduced the concept of customer effort reduction and the Customer Effort Score to companies around the world, as well as *The Challenger Customer: Selling to the Hidden Influencer Who Can Multiply Your Results* (Portfolio/Penguin 2015), the celebrated sequel to *The Challenger Sale*. His newest book, *The JOLT Effect: How High Performers Overcome Customer Indecision*, was released by Penguin in September 2022.

Matt's work has been published in the print and online editions of Harvard Business Review on more than twenty occasions. Among his noteworthy HBR articles are "Dismantling the Sales Machine" (November 2013) and "The End of Solution Sales" (July-August 2012), both of which...

## Testimonials

"Matt, What an engaging afternoon! Nothing like a bit of mental jousting to produce a great result."

- [LinkedIn](#).

"Matt and Ted were the absolute stars of our SKO. Their content was incredibly relevant and it was only made better by the fact that our teams' data was used in their research. So hearing about how our team stacks up and where we can improve added an extra component for our team. The session built a lot of excitement for our future and how to tackle one of our biggest hurdles."

- [Manager of Sales Enablement - Higher Logic](#).

### Matt Dixon

#### Speech Topics

- Virtual Keynotes
- Sales
- Peak Performance
- Customer Service
- Customer Experience
- Change

