

The Challenge Call



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The Challenge Call is an essential step in understanding needs, goals, and expectations of your customer, it has been designed to give you the opportunity to get the information you need to respond with a winning proposal. You will be talking to a senior decision maker with the opportunity to clarify your thinking, test some early assumptions & begin to build a relationship with them.

This is your chance to speak with customers who are normally difficult to reach. Make the most of it!



Why have a Challenge Call?

You've read the Challenge brief to begin to understand what success looks like. During your planning you will have uncovered gaps, or places where you want more information. To respond with an effective, targeted, solution you will need to explore the Challenge further.

Here are some of the main benefits of taking part in a Challenge Call:

Establish a Relationship

It helps you build a strong foundation with the client and establish trust. It's an opportunity to introduce yourself and your services while understanding the client's expectations.



Understand Client Goals

You will gather vital information about the client's business goals, pain points, and desired outcomes. This information allows you to tailor your approach to better meet their needs.

Clarifying Requirements

Challenge Calls allow you to clarify the project brief and any ambiguities in the client's request. This ensures you have a clear understanding of their vision.

Setting Expectations

You can clarify the process, timelines, and deliverables during the call. This helps set realistic expectations for both parties.

Identifying Opportunities

The call can reveal additional opportunities for collaboration or potential challenges that may need to be addressed. Keep your ears open!

The power of questions

Questions help assess your understanding and identify knowledge gaps.

Before the Challenge Call, review your notes and planned questions. Are they still relevant? Be ready to adjust based on the discussion, as other members may ask similar questions. Stay flexible and adapt to the answers given.

Here are three golden rules for asking effective questions:



Listen More Than You Speak

Active listening is key to understanding the client's needs and goals. Give the client ample opportunity to express their thoughts.

Ask Open-Ended Questions

Encourage the client to provide detailed responses by asking open-ended questions. This will help you gather more comprehensive information.

Take Detailed Notes

Documenting the conversation allows you to refer back to key points and better tailor your approach to the client's needs.

Tips for having a successful challenge call

Making a great first impression is crucial, as building a strong connection with your customer during the call can be more important than having the perfect solution.

Setup

- Have your camera switched on
- Make sure your full name & Company are visible on your profile
- Consider a background with your company logo - it's useful to increase visibility with corporates & peers in other SMEs

During the call

- Briefly say who you are & your company when you ask your first question
- Always ask a question, even if yours have been asked by others - maybe to clarify where an answer covered some of what you needed but not all
- Be Respectful of Time: Whilst we want you to ask as many questions as possible, remember that your peers may have other questions as well. Be respectful and allow time for others.

