Win/Loss Analysis: Improving the Way You Sell

Win/loss analyses help sales organizations improve process and outcomes by studying both successful and not so successful opportunities. With win/loss analyses, your team of sales professionals gains an in-depth understanding of why they won or lost a particular engagement using the most useful intelligence available: the insights of your customers. By leveraging a thorough and repetitive win/loss analysis framework, you gain the insight to reinforce behavior most likely to help you win deals and to coach out unproductive strategies and behavior.

Repetitive Win/Loss Analysis Framework

Our process:

- We work with sales management to identify a won or a lost account and interview the sales team for background information.
- Next, leveraging our neutral, third-party perspectives, we interview buyer personnel on how and why a decision was made, and who or what influenced their decision.
- We gather background on the competition through the interview process and research.
- The information is then analyzed and a written report is submitted, including sales professional opinions, buyer's reasons for the decision, competitive analysis, and recommendations based on our experience in similar enterprise technology deals.

The opportunity to hear the voice of your prospect is invaluable. Win/loss analysis is the most effective way of soliciting information after a great win or demoralizing loss. It is also the most accurate way of providing direct context to your sales performance statistics and trends so you can take more meaningful action to breed the success of wins and avoid the mistakes of losses. Our interviews, research, analysis, and recommendations provide key business intelligence on your sales effectiveness, personnel, and competition, leading to increased close ratios, higher average selling prices, and a lower cost of sale. With every new win or loss analysis we perform, you will gain insight to improve your sales best practices.

Why engage TFP for win/loss analysis?

- Over 15 years of helping our clients demonstrate the financial value of their solution in their customers' environments.
- We drive nearly a billion dollars of new business revenue through our programs each year.
- We advise on and support thousands of complex enterprise technology deals annually.
- Experience supporting with many of the world's largest B2B sales forces (e.g. HP, Symantec, Microsoft, Rockwell, Autodesk, VMware, McAfee, Sun, and Alcatel-Lucent).

"We use the win/loss results to help improve our relationship with our distributers, customers, and sales professionals. The data is invaluable when trying to understand what was done right and where we need improvement" – Matt Thomas, Mueller Water Systems

Improving the way technology is valued, priced and sold

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