

Advantage Manager

The quickest, easiest way to access the voice of your customer, understand the decision dynamics of your target markets, and improve your overall win rate

Successful executives understand that to win more opportunities, you need the right information. The most successful corporations have embraced Win Loss Analysis as an integral part of their business intelligence efforts. Effective Win Loss Analysis, by providing information that comes directly from the decision makers, allows executives to:

- Improve their win loss ratio by 5% or more
- Identify real-time trends in target marketplaces
- Understand the customer's decision-making criteria
- Discover competitive strategies and quantify their impact
- Identify the specific training needs for the sales organization
- Increase sales per employee
- Reduce sales cycles
- Increase competitive advantage

However, a Win Loss Analysis is only as good as its ability to gather crucial information quickly, present data that will lead to action, and allow executives to disseminate these findings to the right people. Unfortunately, traditional methods for gathering win loss data are sometimes cumbersome, providing data that is hard to understand and analyze, or even worse, may be out-of-date.

Advantage Manager combines a quick and efficient data gathering instrument with a revolutionary reporting

In order to eliminate these problems, Cognitech Marketing is pleased to announce the release of Advantage Manager, the next generation in Win Loss Analysis.

platform to provide data that can be easily accessed, easily analyzed, and easily distributed—all for a price that is considerably lower than that of current business intelligence solutions.

Key Benefits

- Track key win loss metrics in real time
- Slice and dice data as you like to create custom analysis of your competitive wins and losses
- Analyze even your smallest deals in a quick and cost-effective way
- Quickly and easily disseminate vital data to the right people
- Configurable interviewing lets you get the information that will have the greatest positive impact for your organization

Performance Criteria Measured and Analyzed:

Sales Team

- Ability to demonstrate value
- Integrity
- Responsiveness and communication
- Understanding business needs

Product/Service

- Ability to meet the customer's business needs
- Ease of use/ease of management
- Price versus the competition
- Return on investment

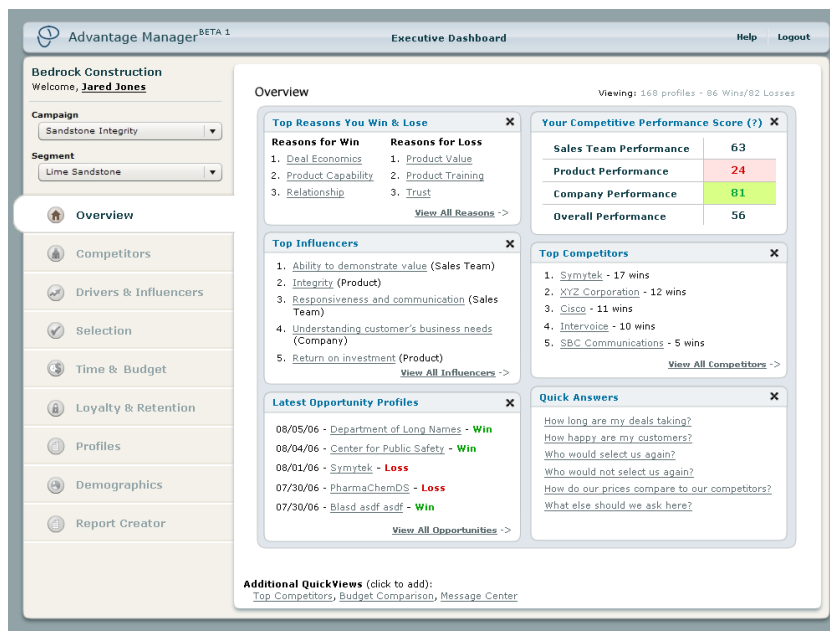
Company

- Ability to serve its customers
- Experience in the prospect's industry
- Future viability of the company
- Overall reputation

Quick and Efficient Data Gathering

Using its eight years of experience conducting tens of thousands of win loss interviews for leading corporations in more than thirty industries, Cognitech Marketing, in association with Primary Intelligence, has developed the questions and metrics that get to the heart of why a company wins or loses an opportunity. These key questions and metrics make up the foundation of Advantage Manager. With our streamlined 15-minute interview, we can not only determine why your prospect made their decision, but also gather actionable, quantitative data that can be used to track performance against your key competitors and predict (using the proprietary Outcome Analytics) the areas that will lead to the greatest increase in your win rate if improved.

Advantage Manager's interview instrument is also configurable to meet your individual needs. Should you have additional concerns about your marketing efforts, your product features, current sales strategies and tactics, or specific issues within your industry, Advantage Manager can be configured to gather the information that will be most valuable to your sales intelligence efforts.



See Your Data in Real Time

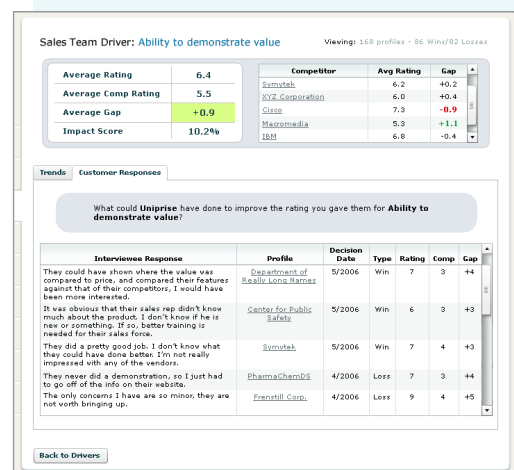
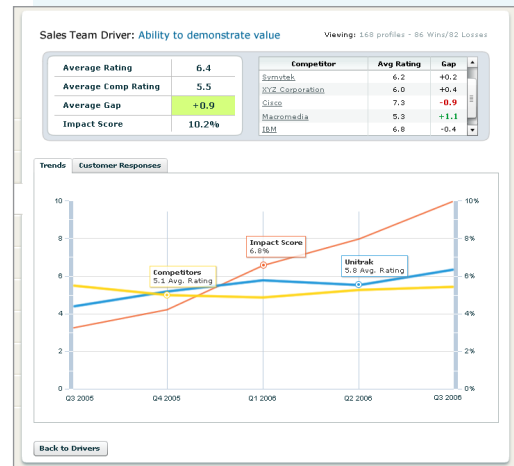
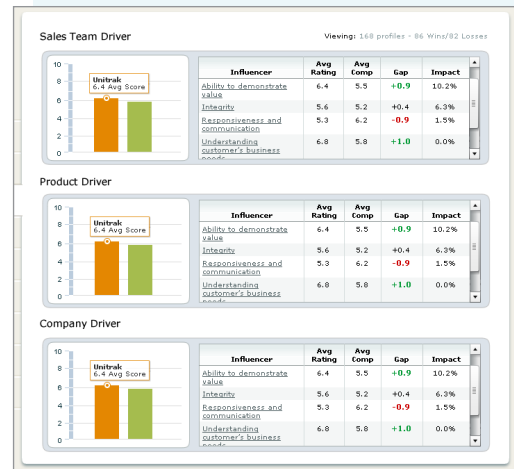
Advantage Manager's executive dashboard technology allows you to see your data as soon as the interviews are completed, not days or weeks later.

With the Advantage Manager dashboard, you have the answers you need right at your fingertips. With a single click, you can get real-time answers to questions like:

- What are the top reasons for why we win or lose?
- What influencers have the greatest impact on purchase decisions?
- Who are our strongest competitors?
- How do our prices compare to our competitors?
- Which customers are at risk for defecting?

For each of these questions, as well as many others, Advantage Manager presents detailed quantitative, actionable data that can be used to adjust and improve your sales strategies, marketing efforts, training initiatives, and product development.

Perfect for Any Size Sales Opportunity



Advantage Manager is designed to allow you to examine all your sales opportunities, not just a few select ones. With Advantage Manager, you will receive crucial information on the process your prospects, large and small, went through to make their decisions, as well as a comprehensive report that analyzes significant trends and presents strategic recommendations for improving your sales strategies. You won't just learn what your customers feel—you'll learn how your customers think and how they make their purchase decisions.

Using Advantage Manager, you can progress from telling your company, "The sales team thinks we lost for these reasons," to telling them, "Based on customer data and proven metrics, here is how we can improve our win rate by 5 percent (or more)." Advantage Manager, as a key component of your sales intelligence program, provides your organization with the real-time, objective data you need to make informed decisions about winning new accounts and increasing the revenue your sales team generates.

If you could increase your win rate by just 5 percent, what impact would that have on your bottom line?

Opportunity Profile: **Esplanade**

Chosen Vendor	SymTab	Esplanade
Outcome	Loss	http://www.esplanade.com/ur
Competitive Advantage	-40	Environmental services and equipment
Decision Date	5/2006	\$100-249.9 million annual revenues 1,001-5,000 employees

Overview | Competitive Scoring | Transcript

Competitor	Sales team	Process	Company	Urgency
SymTab	-25	-10	-85	-40
Winston Williams	+40	+60	-40	+20
Blue Cross Blue Shield of Mississippi	+30	+95	+35	+50

Sales Team Driver

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Opportunity Profile > **AB Telecom**

Outcome	Loss	AB Telecom
Selected Vendor	Kempir Consulting	Telecommunications services
Decision Date	10/2006	\$100-249.9 million 1,001-5,000

View Transcript | Print Profile

Respondent's Information

Name, Title: Popy Montash, Vice president
 Role in Organization, Department: Vice president (including senior, executive, and assistant vice presidents), Purchasing
 Role in Decision: Evaluated the solutions. Approved expenditure

Vendor Selection & Reasons

Shortlisted vendors: Kempir Consulting, Kempir Consulting, Tenscon
 Chosen vendors: Kempir Consulting

Primary reasons for selecting Kempir Consulting:

- Ease of use for the solution offered
- Features, functionality, or capabilities of the solution offered
- Level and quality of technology offered by the vendor

Primary reasons for not selecting Tenscon:

- Features, functionality, or capabilities of the solution offered
- Ease of use for the solution offered
- Level and quality of technology offered by the vendor

What was it about Kempir Consulting's Ease of use for the solution offered that impressed you?
 It was a very personalized demonstration. You could tell that they tailored it just for us.

What could Tenscon do to improve their Features, functionality, or capabilities of the solution offered?
 It was just too risky to go with a company that doesn't really understand you.

Influence of price on final decision: 0 out of 10

Reasons Selected > Performance as seen in demonstration or pilot project

Overall Ranking	Competitor	Mentions	%
Total Mentions	8		
% of All Mentions	40.0%		
Mentions for Tenscon	3		
	Andem, Inc.	1	12.5%
	Deade	1	12.5%
	Kempir Consulting	2	25.0%
	Slantor	1	12.5%

Trend | Customer Responses



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