

WIN LOSS ANALYSIS

An intelligence approach to sales team optimization

What is Win Loss Analysis?

Winning is everything, and Win Loss Analysis from Cognitech Marketing, in association with Primary Intelligence, will help you win more. A lot more. We are the world leader in optimizing sales teams using competitive intelligence. Our win loss solutions give you specific, accurate information at the opportunity level that will optimize your team's efforts and increase your top-line revenue in a measurable way.

Win Loss Analysis reveals the risks and opportunities associated with your sales strategies, your competitors' strategies, and your target markets, and exposes the buying habits, challenges, and adoption rates of your customers, your competitors' customers, and your mutual prospects. Win Loss Analysis provides you with empirical yet pragmatic information that drives your sales, product, and marketing decisions toward greater competitive advantage, greater revenue growth, and greater market share.

Cognitech and Primary Intelligence have aggregated its extensive archive of win loss studies to quantify best sales practices across industries. The result is a group of five core drivers of sales success. Each of these drivers is made up of 10 to 15 elements gathered in win loss interviews and processed through the proprietary Outcome™ inference engine to provide an in-depth analysis of strengths and weaknesses that is simple and easy to understand. The results are combined into scorecards that are benchmarked against competitors and across industries.

These elements and drivers provide more than just benchmarks; the elements of greatest impact are identified and quantified to measure their effect on sales at an individual and a team level. This proprietary three-dimensional model also measures logical, emotional, and political forces.

Win Loss Analysis Benefits:

- Improve your win/loss ratio by 10 percent or more.
- Identify real-time trends in your marketplace.
- Understand the customer's decision-making criteria.
- Know how your competitors are winning business from you.
- Identify the training needs of your sales organization.
- Increase your competitive advantage.

Who Needs Win Loss Analysis?

Win Loss Analysis is mission critical in organizations of any size with selling environments characterized by:

- Intense competition
- Customer buying decisions with high financial, strategic, or organizational impact
- Decision makers at many levels in the customer organization, often requiring a team sale
- Lengthy, costly sales cycles

Win Loss Analysis Includes:

- **Opportunity Assessment:** An objective process that identifies the customer's critical needs and requirements for a solution
- **Competitive Assessment:** An impartial assessment of the competitors' actions, strategies, and tactics used to compete in the opportunity
- **Decision-Maker Assessment:** In-depth, unbiased interviews with decision makers to assess their perceptions, process, and ultimate selection criteria
- **Strategy and Tactics Assessment:** A constructive assessment of the effectiveness of the strategies and tactics implemented in the opportunity
- **Outcome Analytics™ Predictive Tactical Guide:** A structured, ongoing process that analyzes current results and trends against past performance to identify opportunities and risks

Win Loss in the Sales Ecosystem

Win Loss Analysis impacts the sales process at every point and provides actionable insight from a historical as well as a predictive viewpoint. By obtaining reliable and unbiased feedback from your recent sales contacts, sales representatives can refine their techniques, learn how to effectively target a client's needs and the correct decision makers, and put your company in the best possible light.

Thousands of Win Loss Analysis projects have been conducted since 1998. During that time, Win Loss Analysis has transformed from the simple collection of public information to a science that provides metrics and predictive analysis for literally transforming a sales team and the corporate strategies that surround it. These pioneering efforts have led to the creation of processes that are no longer point solutions, but holistic, encompassing processes that touch every part of the sales ecosystem.

State-of-the-Art Methodology

The art and science of selling changes constantly. That's why Cognitech's Win Loss Analysis program is continually improved by incorporating industry best-practices and the latest findings from empirical research. Consequently, you won't find a more advanced or state-of-the-art assessment methodology for analyzing competitive opportunities in the marketplace.

Who Benefits from Win Loss Analysis?

To maximize the return on your Win Loss Analysis investment, executives, sales managers, sales professionals, marketing teams, and product management teams should be involved in reviewing every assessment report. The organization as a whole can then immediately leverage opportunities identified, incorporate suggested tactical changes, and address diagnosed risks resulting from the research efforts and predictive analytics.

Delivery Options

• Monthly and Quarterly Reports

This delivery model offers monthly or quarterly reports that include assessments at both the individual opportunity level and across all opportunities. Reports are written around your organization's specific intelligence objectives.

• 2-Day Results Presentation Workshop

This delivery model offers an option for the delivery of the results of Win Loss Analysis on a quarterly and yearly basis, based on your organization's requirements. The workshop focuses on delivering the results of the program in a way that allows participants to fully appreciate the benefits of examining competitive won and lost opportunities.

