

How is a Win/Loss Analysis conducted?

The key to a successful Win/Loss Analysis rests on the ability to dig deep. We conduct unbiased, one-on-one telephone interviews with all key decision-makers and influencers. It's essential to conduct the study during or at the conclusion of the sales process. This maximizes the accuracy of the information, while the sales process is still fresh in the prospect's mind. Written surveys sometimes supplement telephone interviews when you require more detailed help in ranking customer wants and needs.

What will a Win/Loss Analysis do for you?

What your organization does with the information gathered can have a great impact on your ability to win business. First, a Win/Loss Analysis brings focus and clarity to the customer's perceptions, experience, and expectations directly related to the outcome of a recent sale. Because of the timelines and accuracy of the data, your company can respond to problems immediately. A Win/Loss Analysis is much more actionable than more costly customer satisfaction studies. Additionally, the outcome of a Win/Loss Analysis has the potential to make an *immediate* contribution to product management, product enhancement and future development efforts.

Companies competing in severely competitive markets may benefit the most from a Win/Loss Analysis. It gives you the edge in building the strongest customer relationships the fastest. Furthermore, the information can bolster your entire effort. A properly designed Win/Loss Analysis can provide strategic and tactical direction on sales hiring, sales training, sales management, marketing management, advertising and trade show positioning and customer and technical service training.

Lastly, implementing a successful Win/Loss Analysis can provide valuable ongoing feedback. As your company

weathers the ups and downs of the economy and the fickle nature of spending, it allows you to move as your market moves.

Conclusion

Especially in these challenging economic times, to win more business, it is imperative to have a process in place which feeds the sales, marketing and product development teams with real-time, accurate data that can be acted upon quickly. Integrating the customer into this process has been and continues to be a struggle for most organizations. Customer knowledge integration is essential to an understanding of "real" customer expectations and behaviors. A Win/Loss Analysis is an outstanding beginning to that end.

To learn more about our capabilities or our other offerings, please visit us at www.graffgroup.com or contact us at 952.829.4640.



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