

WIN/ LOSS



LEVERAGE COMPETITIVE INSIGHTS FROM YOUR SALES PROCESS TO GROW MARKET SHARE

Did we lose the sale, or did the competition beat us? Gaining insights into the reasons for your sales wins and losses is an often-overlooked opportunity to improve a company's sales strategy, sales force effectiveness, and competitive differentiation. In every selling situation, valuable information is exchanged between a company's prospects and its sales force, yet few organizations have an effective means to capture and learn from this information.

Failing to do so can be disastrous. Without knowledge of an organization's key win and loss themes, sales and marketing professionals are more apt to pursue the wrong fix to a string of lost sales, such as dropping price when price wasn't the reason for the loss, or changing marketing collateral when in fact product attribute deficiencies caused a prospect to buy from the competition instead.

Fuld + Company helps clients establish and manage a regular win-loss analysis program to strengthen sales strategies, improve win rates, and grow market share. We gain intelligence from sales professionals, prospects, customers, and other sources to identify your firm's consistent win and loss themes - actionable findings that point to specific improvements in how you communicate, position, price, and sell your products and services.

Fuld + Company combines skilled qualitative information gathering techniques that include conversations with internal and external sales professionals, customers and

lost prospects, competitors, and other industry players. Together, information gathered from these sources helps form a picture of the strengths that encourage clients to buy from you and the weaknesses that cause your prospects to source from the competition.

We deliver more than interview transcripts and summaries of customer interviews. Our win-loss programs include detailed analysis of your company's sales practices over time that assess the basis of wins and losses, such as:

- Price, in comparison to the competition
- The extent and meaningfulness of your product and service differentiation
- Brand strength and goodwill with customers
- Customer perceptions of product and service value

Fuld + Company works closely with your sales, marketing, competitive intelligence, product management, and brand teams to develop a win-loss program that is right for your organization, from initial design to ongoing management and operation. All the while, we link win-loss analysis outcomes with your metrics for sales effectiveness, ensuring that the insights you derive from win-loss analysis contribute to measurable improvements.

Force the competition's hand. Schedule a business war game to engage your executive team, build resilient strategies, and preempt future competition.