



Ellen Naylor

Ellen@EllenNaylor.com / EllenNaylor.com

Ellen Naylor is one of America’s pioneers in competitive intelligence and Win/Loss analysis. For over 20 years, her research has consistently helped companies beat the competition and make smarter strategic decisions.

Presentation Topics

The What, Why and How of Win/Loss Analysis How to Develop a World Class Win/Loss Program

Learn Ellen’s unique 12-step process to develop your win/loss program from her experience dating back to 1989. Find out why you’re *really* winning and losing business. Improve your win and customer retention rates. Learn how to nail the competition.

Capture & Retain Your Competitive Advantage Set up a Competitive Intelligence Process that Rocks!

Learn all the facets of setting up a competitive intelligence program, not just monitoring and technology capture. Ellen teaches you how to connect and engage with people, the key differentiator for companies that are market leaders.

Collect Information from Anyone Open the Floodgates of Sharing

Ellen will teach you how to sense the other person’s communication preferences whether interviewing in-person or over the phone. Learn and practice interviewing and elicitation techniques that will encourage others to share with you, every time.

Let’s Connect:



[/EllenNaylorColorado](https://www.linkedin.com/company/ellen-naylor-colorado)



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2610 Dexter St. Denver, CO 80207

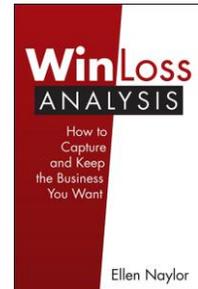
Mobile/Text: 720-480-9499

Business



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Author



Available online

What Clients Have Said

“Thanks for raising the awareness of our management team with regards to competitive intelligence. Last Monday exceeded my expectations because the Team took on the responsibility to create and implement the Win/Loss process. Ellen, you made the sale.”

Fred Merz Jr, Chairman, Scott Specialty Gases

“I’ve worked with over 3 dozen competitive intelligence speakers and one of our most popular speakers was Ellen Naylor. Ellen has a wealth of competitive intelligence war stories, stories that can improve your company’s bottom line. “

Ben DuBois, Competitive Intelligence Expert

“I will use these elicitation techniques to close more sales...also to maximize my time with revenue generating prospects and customers, and weed out unlikely prospects.”

Sales attendees, Solutia (Eastman subsidiary)

