



Praise for the Win/Loss Analysis Book

"In Win/Loss Analysis, Ellen's tip-to-tail approach is the most comprehensive and objective treatment I have ever seen of this competitive discipline. Her wisdom shines through on every page in very approachable language."

- Rick C Marcet, Vice President Sales Strategy and Operations, TransUnion
- Author of ***Win/Loss Reviews: A New Knowledge Model for Competitive Intelligence***

"The title represents over 30 years Ellen has been practicing competitive intelligence poured over 25 chapters, each one summarised in a call to action for the reader. The 12 simple stages of Ellen's Win Loss Analysis approach expertly combine theory and Ellen's experience to drive a step change in competitive performance for all departments involved to allow businesses to capture and win the business they want."

- Andrew Beurschgens, Head Market and Competitive Intelligence, EE

"Ellen Naylor's book is a how-to guide for how to incorporate Win/Loss analysis into your standard business development process. She makes it easy with a step-by-step approach to implementation. She also addresses the key reasons why many so-called win/loss efforts don't work, and what to do about them. I would recommend this book to marketing, account management, sales and business development professionals who want to meaningfully and quickly improve their success rates."

- Jason Voiovich, Chief Customer Officer, Logic PD

"Win/Loss Analysis is one of the essential methods that should be in every intelligence practitioner's tool kit. Win/Loss guru Ellen Naylor shares her vast know-how and experience for getting it right, and institutionalizing its benefits into your organization. I have every confidence that readers who apply her ideas will see lasting benefits on the front-line where their sales personnel are interacting with prospects."

- Dr. Craig Fleisher, Chief Learning Officer, Aurora WDC
 - Best Selling Author and 2006 SCIP President
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"In addition to showing just how effectively competitive intelligence (CI) can be applied to generating powerful and valuable win/loss analyses, Ellen provides a wealth of great tips on preparing for and conducting elicitation interviews (pp. 145-168), as well as walking you through the win/loss interviewing process (pp. 83 et seq.) with suggestions that can apply in any interviewing context. The book is thus a great addition to the CI practitioner's or the DIYer's library. Read it – and learn from a pro!"

- John McGonagle, Managing Partner, The Helicon Group
 - Co-Author or contributor to 16 competitive intelligence books
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"All encompassing, easy to follow guide for Win/Loss Analysis. Definitely a must read for anyone looking to capture and keep more business."

- Babette Bensoussan, CEO, The MindShifts Group
 - Competitive Intelligence and Strategic Maverick
 - Best Selling Author
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"I work the federal space mostly, but this book has no boundaries, you can use these approaches in any market segment, the principles are universal. I highly recommend this as a core CI reference for anyone!"

- Richard Caldwell, Manager Competitive Analysis, Northrup Grumman

"It's incredibly thorough, and an easy read. Even if this area of business is not your primary interest - everyone can find benefit in the section on how to improve your conversational skills."

- Marilee Yorchak, Executive Director, Digital Analytics Association
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"From creating a top notch win/loss analysis program within your organization to using the information to make strategic decisions - this book tells you, shows you how, and walks you through details. Getting new customers is much more difficult than keeping them...unless you understand the how of keeping them...and this book tells you how."

- Charlene Burke, CEO, Search by Burke
- Author: ***Competitive Intelligence the Internet Way***