



## Selling Win/Loss Benefits to Sales

Win/Loss analysis focuses on buyer's **entire decision-making process**, most of which is made before they contact sales. Thus, one objective from Win/Loss analysis is improved lead generation:

Find where buyers look and how they are influenced by what they learn before they connect with Sales ...so more **buyers connect with Sales**.

Sales may initially exhibit fear and resistance to Win/Loss analysis since individual sales people's performance will be critiqued by customers in ways it hasn't been, outside of sales management. Others, whose products and services are continually being updated, are more likely to appreciate Win/Loss analysis since their marketplace and products are a fast moving target.

### What are the strategic benefits that Sales gains from Win/Loss analysis?

- Improved customer retention
- Higher win rates
- Expanded pipelines
- Increased customer spend
- Untapped opportunities with little competition

### Here are a few of the tactical benefits for Sales from Win/Loss analysis.

- Better quality leads
- Competitive intelligence
- Silver bullets to win against the competition
- Repurpose Win/Loss data for
  - Competitor webinars or podcasts
  - Sales tactics workshops
  - Sales battle cards

And besides, **Win/Loss is not a critique of individual sales people**. We ask general questions such as:

- Why did we win or lose the business?
- Were there gaps in our proposal?
- What did we do well that the customer values?
- Where can we improve?
- What did the competition do well that the customer values?
- Where/how can the competition improve?

By hearing first-hand why their peers win or lose deals, sales people can replicate successes and avoid costly mistakes that impact their ability to win business. Marketing can also use the success stories to develop case studies to use with customers as proof as to why the customer should choose your company's solution.



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**Ellen Naylor has 30+ years of primary research collection and analysis experience**



Ellen—who is full of the blarney stone—is an expert primary researcher in just about any area or industry since she loves to listen to people’s stories. She is skilled at engaging people in conversation.

Ellen believes sales, customers and competitor’s customers are the best real-time sources of market intelligence. She relates well with sales people and customers from her experience in corporate sales and retail sales management.

Before forming [Business Intelligence Source](#) in 1993, Ellen initiated a competitive intelligence process at Verizon (Bell Atlantic) and conducted financial competitive analysis and economic forecasting at Delta (Northwest Airlines).

In 2016, Ellen’s book, [Win/Loss Analysis: How to Capture and Keep the Business You Want](#) was published. Readers learn the benefits of setting up their own Win/Loss program, and how to if they follow Ellen’s 12 fail safe steps to build a sustainable Win/Loss program.

Ellen is a 30+ year veteran at SCIP (Strategic and Competitive Intelligence Professionals), a sought after global speaker and thought leader, and longtime author of [Competitive Intelligence Magazine](#) articles, [Naylor’s Mailer](#) and the [Cooperative Intelligence blog](#). SCIP recognized Ellen with the Fellow and Catalyst awards in appreciation of her leadership and contributions to competitive intelligence.

Over the years, Ellen has also been active in the Association for Corporate Growth (ACG), Association for Strategic Professionals (ASP), Special Libraries Association (SLA), the Association of Independent Information Professionals (AIIP), the American Marketing Association (AMA) and the Business Marketing Association (BMA).

Ellen earned a BA in international studies at the University of Notre Dame and an MBA at the University of Virginia’s Darden Graduate School of Business. She is fluent in French and is a lifelong learner, most recently earning a holistic health coach degree at the Institute for Integrative Nutrition. Ellen grew up in an international community in Japan where she still has close ties.

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