

The Win-Loss Drivers Part 1

Analyzing the reasons you Win or Lose deals is a game changer to close more deals.

Why do you win some deals and lose others? Sometimes you are even surprised and win the ones you think you're going to lose and vice versa. By analyzing the reasons you win or lose deals can be a game changer to close more deals. Ideally you'd hire a 3rd party firm to do the in depth analysis. However, there is a quick way to gain some insights. It's more subjective, but offers some ideas to improve deal size, profit margins, sales process and tactics.

Sales Huddle

Ask your reps to list their last quarter's wins and losses.

Answer these questions for the respective deal:

1. Why did we win?
2. Why did we lose?

Beware, your reps may want to put price as the culprit for each loss and companies who do Win-Loss Analysis as their primary business reveals that price was the true driver in less than 25% of instances. It's a cop out and the clear differentiating factor is absent and digging for the something else is critical.

Now discuss and list:

- What qualities, characteristics, processes are in the win column?
- What are the key competitive differentiators to capitalize on from this list?
- Can they be replicated on each upcoming deal?