

Win-Loss Drivers Part 2

Address the multiple decision makers on the team for more Wins.

When there's a win there's a pattern of success to learn from and clone for future opportunities. As for the losses – you want to dump all the bad habits and mistakes.

The Win Loss Drivers Part 1 looked at the subjective reasons the sales reps thought they won and lost deals in the last quarter (or more).

Now let's consider the decision influencers and see what we can learn from them.

Sales Huddle

Ask the sales reps to list the people who influenced the buying decision. For each deal and for each decision influencer answer these questions:

1. What is this decision influencers' most pressing issues?
2. Based on their concerns, what solutions do you offer to address them?

Often there are multiple people on the decision making team. Each one has a different set of roles and responsibilities. Sales reps tend to focus on one of the decision influencers and therein lies a gap to take the sale into the Win column.