

## Win:Loss Analysis

Athletes and coaches in every sport pour over the instant replays and video tapes of their practices and competitions, looking for opportunities for improvement.

In business, we lack the real time record of our performance, but that does not mean we can't make careful observation of how we're doing. Delve helps clients understand the effectiveness of their sales and marketing programs by reviewing actual performance. This is accomplished through a series of diagnostic interviews conducted both with purchasing clients and those clients that were lost. Delve will also spend time with the sales teams involved to get a greater understanding of what went right and what went wrong.

### Benefits and Outcomes

**Reveal which messages resonate – and which fall flat or undermine the sale.** Buyers share with us what they actually value in the vendors they selected – which often differs with the company's own perspective.

**Find out which specific activities help and which kill deals.** Buyers often reveal what they thought at different stages of the deal, and how the actions of sales and marketing professionals influenced their behavior.

**Identify who they see as your competitors and why.** Why did they select the other guy? Why did they choose to do nothing? What would have changed their minds? Often decisions are made at the margins – little things make a difference. Buyers will often share the "tipping point" at which they would have made a different decision.

**Learn how to extend a culture of service.** A hidden benefit of doing this analysis is that buyers feel "cared for and cared about." Surprisingly few companies engage in deliberate listening to buyers. They often ask us to pass on their thanks to our client, and sometimes losses turn into new opportunities simply by virtue of demonstrating this level of commitment.

### Services

#### **Baseline Win:Loss**

The Baseline Analysis includes up to 10 deals from the past 12-18 months. From this, a thorough report is produced identifying what went right and what went wrong during the sales process, including what should be considered one-off incidents versus practices that should be repeated. Additionally, this report assesses the appropriateness of the market(s) currently being targeted. As part of this package, Delve will also work to identify specific action steps necessary to effectively improve sales performance.

#### **Ongoing Win:Loss Analysis**

Delve works to institute the fundamental practices of Win:Loss Analysis as an ongoing process. To do so, we guide your leadership to properly structure the process internally while developing creative ways of introducing the concept to prospective clients. Delve is available to conduct the interviews from an un-biased perspective on ongoing basis, presenting our findings periodically.



*“This exercise let us improve our sales process dramatically.”*



For a play-by-play analysis of your sales process, contact Delve at 212-255-3870 or email us at [info@delvegroup.com](mailto:info@delvegroup.com)