



1STRESOURCE
ESSENTIAL MARKET INTELLIGENCE

KNOW WHY YOU WIN & LOSE – AND DISCOVER HOW TO WIN MORE

INSIGHT IS A POWERFUL THING

1st Resource Action Insights to WinSM is a proven Win-Loss Analysis program that results in actionable voice-of-the-customer insights that unravel the complexities of the buyer's journey and purchase decision process. It empowers you to manage change and refine your go-to-market model. Getting this level of "customer truth" is the key to increasing your sales win-rate, and to achieving better margins and more renewals.

FIND ANSWERS TO YOUR CRITICAL BUSINESS QUESTIONS

Whether your company is seeking to understand recent losses, enhance sales performance or support an active change management program, 1st Resource Action Insights to WinSM can be tailored to your specific needs and critical business questions.

- Why didn't we close that important deal?
- Did we leave money on the table on that deal we just won with reduced pricing?
- How can we improve our win-rate?
- What are our prospects and customers really thinking?
- What are the most important value drivers for our prospects and customers?

WE'RE WITH YOU EVERY STEP OF THE JOURNEY


The Action Insights to WinSM Pilot is a custom-tailored program adapted to your company's product or service specifics. Carefully planned, in-depth interviews by professional, experienced interviewers probe the entire customer journey, including the final decision process. You'll receive a detailed written opportunity report on each deal, including transcripts of interviews, plus a live summary presentation by an analyst.

The Action Insights to WinSM Ongoing Program delivers additional value beyond the Pilot program by measuring the effectiveness of changes to your sales and marketing approach over time. This includes in-depth customer interviews, a quarterly trend report and ongoing discussions with the research team on how program findings can translate into identified priorities for success.

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Kevin Foster,
CVS Healthcare

“Win-Loss is fresh real-world feedback from a client who has either just left us or just joined us. We've seen a definite bump in our results with the 1st Resource program.”



With more than 20 years as the market leader in Win-Loss Analysis, we have conducted thousands of interviews. 1st Resource can help you develop actionable customer-based insights that lead to informed business decisions.

UNCOVER THE REAL CUSTOMER TRUTH

1st Resource Action Insights to WinSM is a market-tested, rigorous research discipline that utilizes objective and unbiased in-depth, one-on-one interviews with key decision-makers by a highly-experienced 1st Resource interviewer.

OUR PROPRIETARY METHODOLOGY BRINGS YOU A WEALTH OF ADVANTAGES:

- » Establishes a vital feedback loop for monitoring the effectiveness of intentional change and focused management efforts
- » Offers voice-of-the-customer insight to the many moving parts of enterprise buying decisions that involve multiple decision-makers and influencers over an extended decision window
- » Provides a powerful independent view of the true drivers of customer decisions and their journey, from initial need recognition through purchase decision and implementation
- » Elicits in-depth “customer truth” – identifying critical decision influencers, as well as refuting or confirming often conflicting internal theories and beliefs about the deal
- » Validates what your company is doing right – why you win and your true pricing power
- » Paints a realistic picture of value perceptions; how your company and offerings are perceived relative to competitors
- » Supports alignment of sales and marketing, both in terms of strategies and teamwork

FOR MORE INFORMATION ON HOW 1ST RESOURCE ACTION INSIGHTS TO WINSM CAN HELP YOU WIN MORE DEALS, PLEASE VISIT:



[1ST-RESOURCE.COM](https://www.1st-resource.com)



303.750.1950



[INFO@1ST-RESOURCE.COM](mailto:info@1st-resource.com)