



# WIN-LOSS ANALYSIS

KNOW MORE TO WIN MORE

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To win more deals, you need to know why you win and lose. You know that win-loss analysis is an effective approach to mine customer insights from your retrospective deal-flow. It enables you to understand recent losses, enhance sales performance, and feed the change agenda you are building for future success.

With only one chance to get it right, you can rely on 1<sup>st</sup> Resource, a recognized expert in win-loss analysis. Our Action Insights to Win<sup>SM</sup> program delivers actionable voice-of-the-customer insights that are key to improving your new account acquisition and renewal win-rate.



**1<sup>ST</sup>RESOURCE**  
ESSENTIAL MARKET INTELLIGENCE

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Contact us to utilize expert insights and inform your business decisions confidently.

**1ST-RESOURCE.COM**

**303.750.1950**

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# DEFINE WHAT YOU NEED TO WIN WITH THE 1<sup>ST</sup> RESOURCE APPROACH

1<sup>st</sup> Resource's proprietary win-loss analysis program is based on 20+ years of experience conducting thousands of win-loss interviews across multiple industries and deal types.

Benefits of the Action Insights to Win<sup>SM</sup> program:



## GOAL ALIGNMENT

Support sales enablement and marketing goals.



## SAMPLE DESIGN & RECRUITING

Secure commitments with decision-makers from your most relevant sales opportunities.



## DISCUSSION GUIDE

Elicit the prospect's decision-making journey and critical decision drivers.



## 360 SALES REP SURVEY

Ensure understanding of internal perceptions of decision dynamics.



## IN-DEPTH INTERVIEWS

Build rapport, engage the prospect, and expertly probe to uncover deep insights with a highly skilled and experienced interviewer.



## SUMMARIES & TRANSCRIPTS

Capture each deal's complete prospect experience story including objective analyst comments.



## THEME REPORT & PRESENTATION

Derive shared learnings, key takeaways, and implications on a thematic level across sales opportunities.

“The win-loss analysis we receive from 1<sup>st</sup> Resource is crucial to our understanding of the market. 1<sup>st</sup> Resource acts as an extension of our team and unlocks access to behind-the-scenes research and insights that help inform market intelligence.”

Kaitlyn Raymond, *Global Healthcare Solutions Provider*

## WE'RE YOUR EXPERT RESOURCE

1<sup>st</sup> Resource delivers the critical win-loss analysis results you need to make informed business decisions with confidence.



Deep understanding and proven approach to Win-Loss Analysis dynamics



Experienced team with strong operating backgrounds who understand your business challenges



Focused on discovering and translating customer insights and data into meaningful implications to impact your win rates

CONTACT US FOR MORE INFORMATION ON HOW 1<sup>ST</sup> RESOURCE ACTION INSIGHTS TO WIN<sup>SM</sup> CAN HELP YOU WIN

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