

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



**Chief** Outsiders™

# Know More to Win More: Win-Loss Analysis for CMO Engagements



# Win More with Win-Loss Analysis

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Retrace customer journey

Identify win-loss drivers

Deliver marketing and sales insights

Uncover blind spots







# DIY Win-Loss Analysis is Time-Consuming and Challenging

- CMO and Team Bandwidth
- Deals to analyze
- Recruiting and scheduling
- Staying objective
- Sufficient Reporting



# Your Solution

**Thousands of  
Win-Loss interviews**

**Win-Loss Analysis  
Provider for Chief  
Outsiders**

**VOC  
insights experts**

**Partner with  
1<sup>st</sup> Resource**

**Highly  
experienced team**

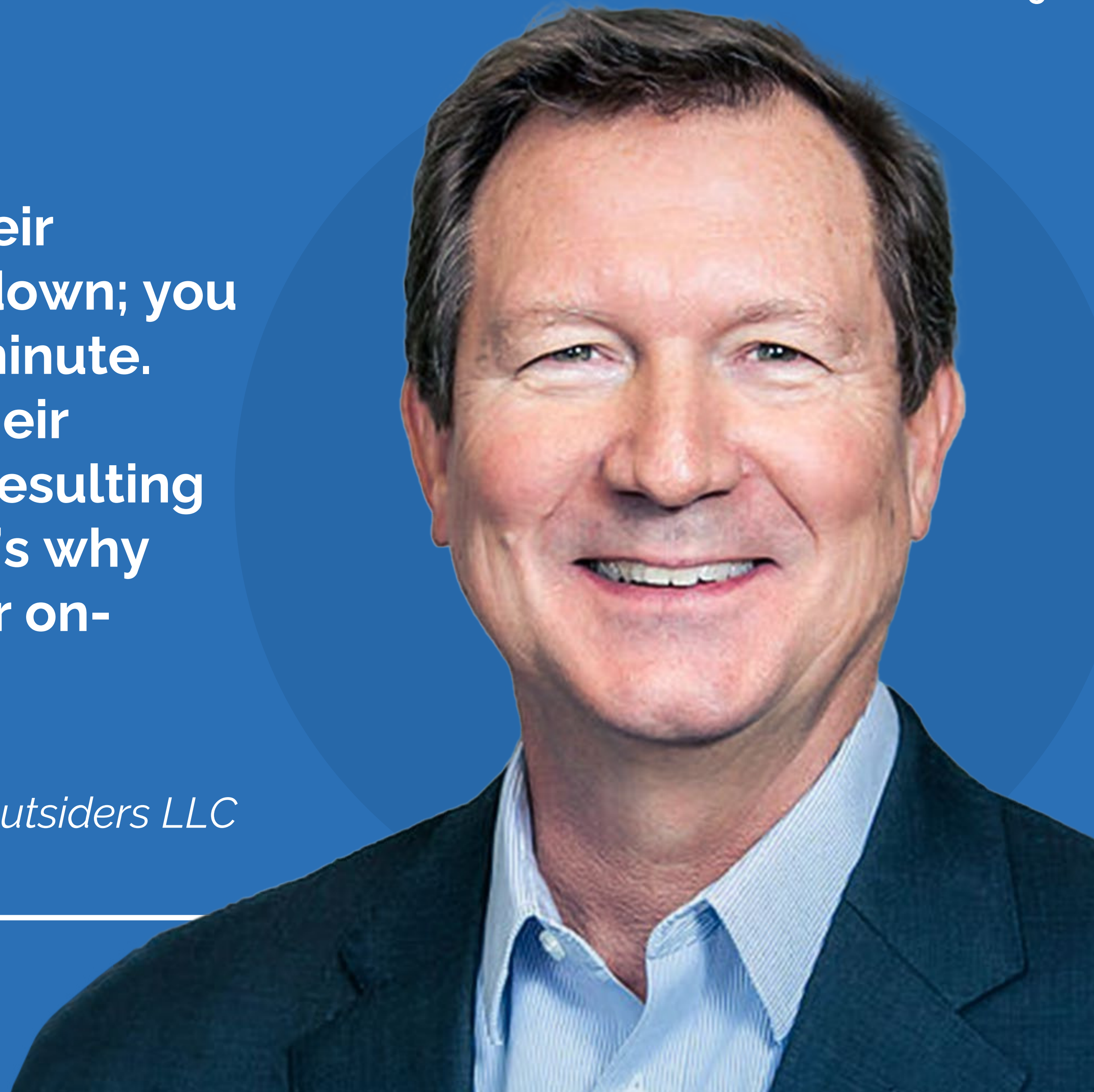
**Proven  
turnkey process**

**25+  
years experience**

“

**1<sup>st</sup> Resource is top notch. Their process is totally buttoned down; you know where you are every minute. Their experience shows in their research approach and the resulting insights are invaluable. That's why they are a centerpiece of our on-going market insight work.**

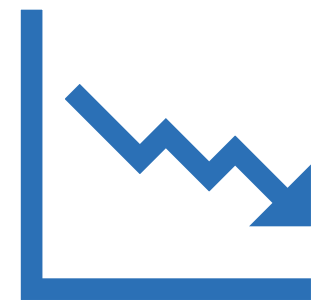
*–Pete Hayes, Principal & CMO, Chief Outsiders LLC*





# When to Partner with 1<sup>st</sup> Resource

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**Declining  
win rates**



**Need objective  
VOC insights**



**Competing  
priorities**



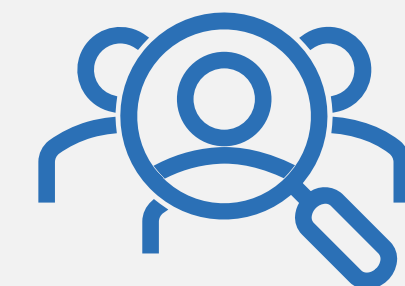
**C-Suite needs  
solid data**



**High LTV of customer  
including renewals**



**Unclear where  
issues happen**



**Segmentation requires  
extensive approach**

# 1<sup>st</sup> Resource Win-Loss Analysis Approach



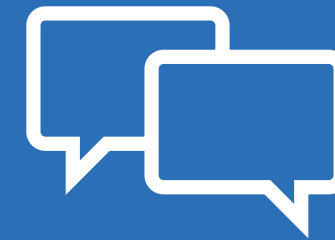
Goal  
Alignment

1



Discussion Guide

3



In-Depth  
Interviews

5



Theme Report  
and Presentation

7

2



Sample Design  
and Recruiting

4



360 Sales  
Rep Survey

6



Summaries  
and Transcripts

“(LOSS)”

**“If Isos had come in with an estimate that was more in line with our expectations, we may well be working with them today. They just didn’t meet the scope of work. That scared us. That made us feel like they weren’t up to the task and that this was their JV Team.”**

”



“

**(WIN)**

“One of the other vendors was double the hours and another vendor was 10 times more... Was that because they had either under bid or hadn't really appreciated the full scope of what was needed for this first stage go-live?”

”

**“(LOSS)”**

**“Isos’ proposed cost was probably at least 30% higher than the two competitors... The competitor had a better understanding of what we were requesting, which allowed them to come in with a more accurate proposal for time and cost.”**

**”**



# Select Key Theme

Isos is significantly under and over-bidding

## Select Implications



**Assess Qualification and  
Discovery processes**



**Provide detailed scope-of-work**



“

“It had a really high impact on our priorities because it was data-oriented. It wasn't assumption-based. Because of that, it will actually move the needle on what we do. It shined a spotlight on identifying what the issues were in a way that we could not do internally.”

–Sharon Spooler, CMO





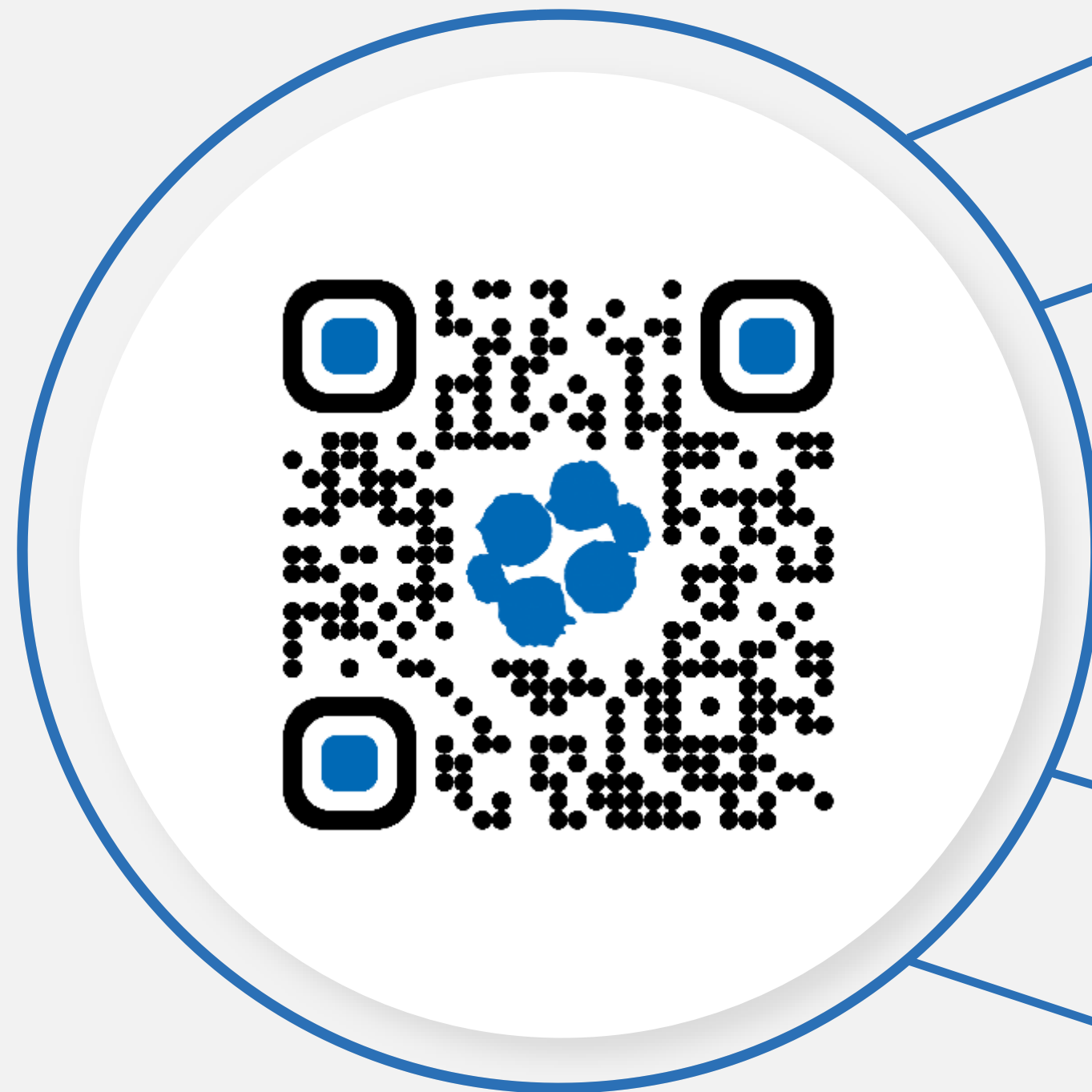
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**“This is amazing. If we just get one more sale because of what we learned here, it will have a tremendous ROI for our business. I so firmly believe we will get way more than one sale based on what we learned.”**

*–Thad West, Co-Founder and CEO, Isos Technology*



# Win-Loss Analysis Benchmarking Insights



To see these insights, scan our QR Code



**Customer Journey**



**Marketing and  
Sales Alignment**



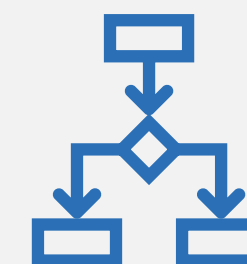
**Effective Mining of  
VOC perceptions**



**Sales Execution**



**Importance of Wins**



**Customer Decision  
Dynamics**





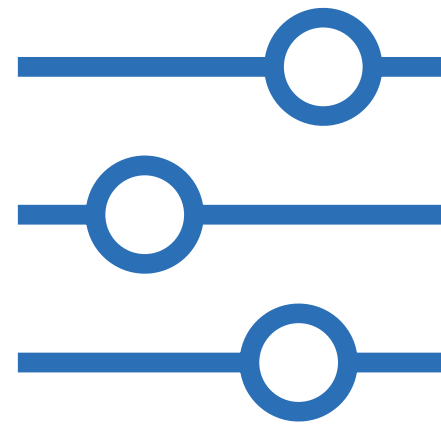
# 1<sup>st</sup> Resource – Your Win-Loss Analysis Experts

With only one chance to get it right, you  
need a proven expert in Win-Loss Analysis

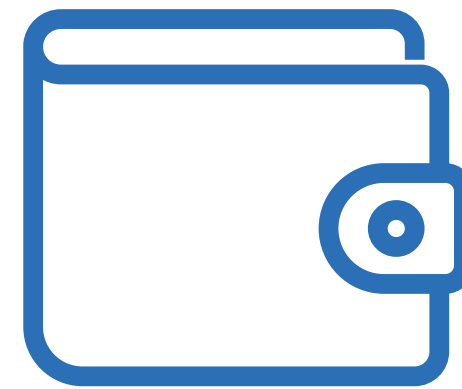
- Extension of your team
- Objective viewpoint
- Proven comprehensive process
- Best practices based on 25 years' experience
- **Special Chief Outsiders Programs**
- **Flexible partnering approach**



# Special Win-Loss Programs for Chief Outsiders



**Flexible options**

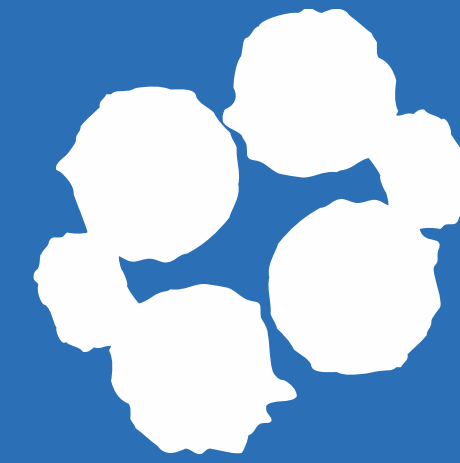
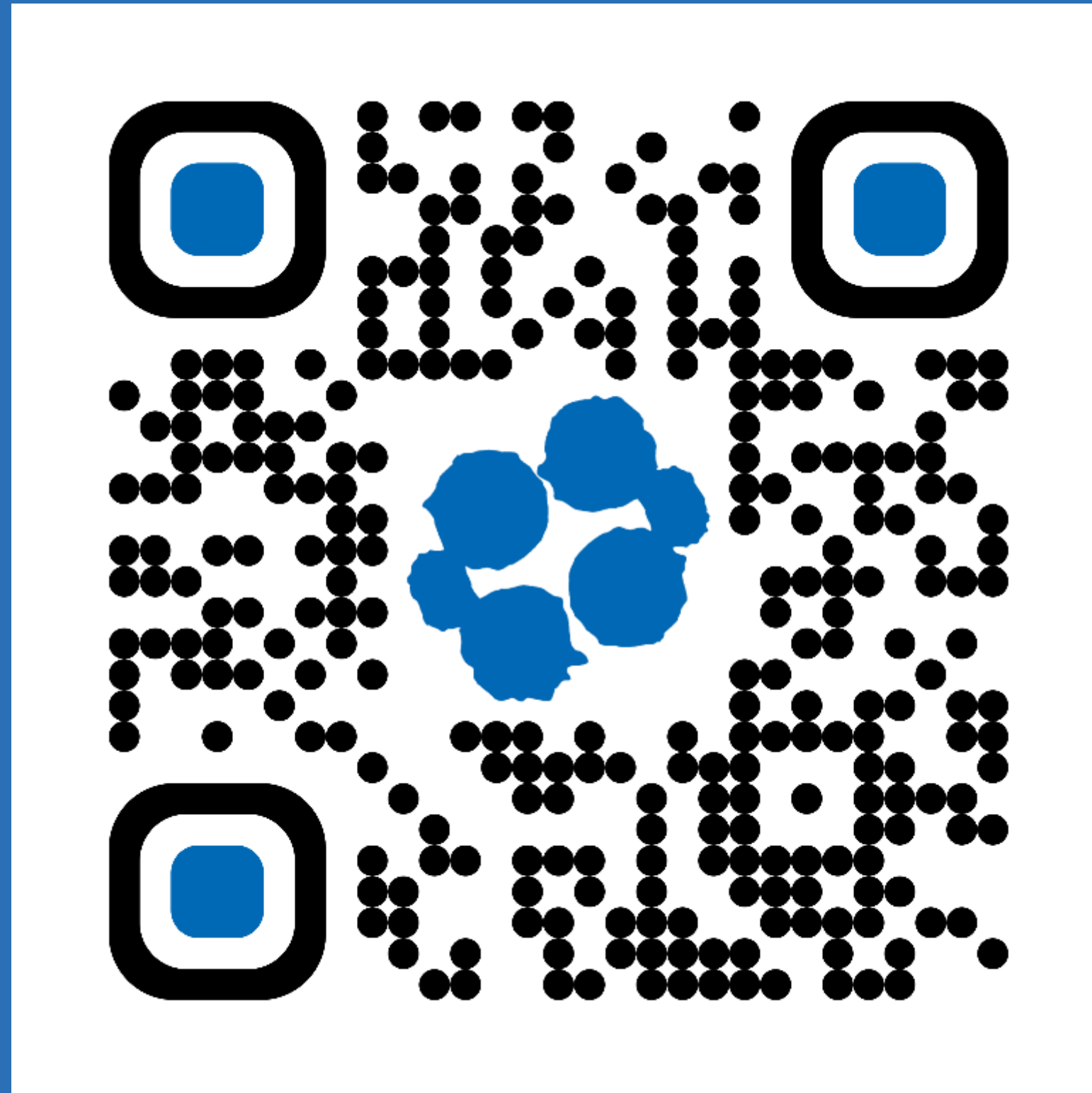


**Program Pricing**  
**\$16,000 - \$25,000**



**6-10 week**  
**turnaround**





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 **chief**Outsiders™

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# Select Companies Interviewed on Behalf Of Our Clients



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WELLS FARGO



ANHEUSER-BUSCH

