



1st Resource Win-Loss Analysis Program for Chief Outsiders Clients

1st Resource has developed two custom programs for Chief Outsiders clients.

For more detail about the 1st Resource Win-Loss Analysis approach and how it can help inform sales and marketing strategy, click [here](#).

<i>Program / Pricing</i>	<i>Deliverables</i>	<i>Number of Sales Opportunities</i>	<i>Program Differentiators</i>
Comprehensive Program \$25,000	<ul style="list-style-type: none">• Sample Selection Coaching• Summaries including Analyst Insights and transcripts for each interview as completed• Emerging Themes Summary after 6 completes• Theme Report presented with Key Takeaways and Insights for Action after 12 completes	12 completed interviews (4 Wins and 8 Losses)	<ul style="list-style-type: none">• Best for: Clients requiring comprehensive objective insight to sales and marketing drivers of wins and losses• Theme report is a key deliverable, providing strong thematic take-aways and implications that go far beyond a simple reading of the individual summaries and transcripts
Pilot Program \$16,000 (Upgrade available to Comprehensive Program, mid-stream)	All of the above <i>except</i> Theme Report	6 completed interviews (2 Wins and 4 Losses)	<ul style="list-style-type: none">• Best for: Clients requiring more flexibility in budgeting or desiring an initial proof of concept• Mid-stream opportunity to upgrade to Comprehensive Program, or to cancel without penalty

Program Notes:

All programs include dotted-line accountability to CMO, according to CMO's preference. Billing is in increments of one-third payments, as follows:

1/3 at launch

1/3 midstream*

1/3 at completion*

*Subject to cancellation policy, to be described in SOW. Essentially, clients who are unsure of the value are only at risk for 1/3 of the stated budget.