



## Bringing Win-Loss Analysis Within Reach of Lower Mid-Market Clients

In a CMO or CSO engagement, you want tools that have impact, but your toolkit must fit the engagement. That usually involves limited time and budget. You need to move fast and deliver value, while minimizing incremental budget.

### Harness the Power of Win-Loss Analysis

You know the power of Win-Loss Analysis. Whether you're in the strategy formation cycle, or addressing alignment issues between Marketing and Sales, there is no better analytical tool to give you rich and immediate voice-of-customer insight to fuel your planning and change agenda.

Identifying why the client is winning and losing is a key benefit, but only the tip of the iceberg in terms of strategic value. By looking deeply into recent deals, both won and lost, you can better engage and inform your client around issues and events that have already captured their attention, while also uncovering hidden impediments to marketing and sales performance.

### Introducing Win-Loss Options to Right-Fit Your Engagements

As part of our Edge+ Win-Loss Analysis series, we offer a range of Win-Loss programs, to best meet your client's objectives, budget, and schedule. Our newest offering, **Edge Intro**, is specifically designed for lower mid-market clients with a need for the granular insights of Win-Loss Analysis while keeping the budget low and the cycle fast. Our **Basic** and **Pro** programs are more comprehensive, based on the number of case studies and the deeper theme insights delivered.

Win-Loss Edge+ Program	Core Number of Case Studies	Ideal For
<b>Edge Intro</b> \$4,950	Two recent losses and a win	Identifying key buying drivers and pivot points for individual sales opportunities and for demonstrating the value of Win-Loss Analysis to your client
<b>Edge Basic</b> \$10,900	Four recent losses and two wins	Looking deeper into sales and marketing strengths and disconnects and identifying emerging themes and trends across sales opportunities
<b>Edge Pro</b> \$22,500	Eight recent losses and four wins	More fully understanding the key marketing and sales drivers of wins and losses, along the buyer journey. Allows for segmentation of deal types and delivers deeper theme and trend analysis across more sales opportunities. Our most popular program.

## 1<sup>st</sup> Resource - Your WLA Experts

- Research Partner to Chief Outsiders, conducting WLA for corporate and CMO engagements
- 25+ years of experience performing Win-Loss Analysis
- Proven turnkey process based on thousands of interviews
- Clients include Lower mid-market to Enterprise companies, such as IBM and CVS

*"1<sup>st</sup> Resource is top notch. Their experience shows in their research approach, and the resulting insights are invaluable. That's why they are a centerpiece of our ongoing market insight work."*

**Pete Hayes**  
Win-Loss Analysis



*"1st Resource has been a great partner for Chief Outsiders for several years, they have done timely work with great insights."*

**David Vroom**  
Competitive Landscape  
and Customer Journey



*"The folks at 1<sup>st</sup> Resource have been great to work with. They are very thorough, thoughtful, and focused on outcomes, not just the task at hand."*

**Slade Kobran**  
Private Equity Insights



## Power your insights while energizing your client engagement

Schedule a call with us today to discuss how we can fuel your engagements with Edge+ WLA

For more information on how you can gain vital insights, please contact us:

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