



Sales Engine One-Pager

# WIN-LOSS ANALYSIS

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5 MINUTES

## THE ISSUE

Bids and large proposals demand time, effort and money. This often considerable investment makes the news that you've come a 'valiant second' all the more difficult to swallow. Sales, bid and product teams are left downhearted, focused more on dusting themselves down than learning lessons from the experience.

Equally, if you've been successful in the bid, celebrations may eclipse the opportunity to gain a good understanding quite why you won the bid.

In short, valuable lessons go wasted at the end of most bid cycles

## TYPICAL RESPONSE

The first port of call when looking to gain insight on a missed opportunity is the Account Manager. Unfortunately, they are probably the worst person to ask - not only will they be smarting from the disappointment but they're also likely to jump to 'gut feel' assumptions around price, the strength of the incumbent or competitor features. The natural response is to be defensive and protect their own credibility.

But what if the reasons for missing out run deeper than the sales engagement? Also, there's an assumption that losing out means that the entire proposition was rejected but what lessons can be learned on where you actually exceeded expectations and the competition?

Leaving the post-bid 'mop up' to a dejected salesperson is likely to lead to valuable insights being missed for future opportunities.

## THE SALES ENGINE APPROACH

Our intimate understanding of the entire sales and bid process allows us to take an impartial and pragmatic approach to the entire post deal conversation. It goes beyond asking the potentially awkward direct questions that can be difficult for a bidder to ask – the power lies in the analysis and recommendations that follow:

Run a carefully structured independent review of bid with prospect

Identify and report key themes & recommendations from feedback

Provide a plan to embed lessons learned into future bids

Where appropriate, provide training & coaching to reinforce new approach & improve win rate

The impact on future bids is striking, from revealing the hidden flaw in a proposition that has had a long term impact on win rates or cultural issues around the bid process through to providing direct feedback on your perceived USPs in the market.

By gaining greater insight and prompting positive action, the Sales Engine Win-Loss Review could hold the key to your next successful bid.