

# Seismic Sets The ‘Gold Standard’ for Win-Loss Enablement

## The Problem

Understanding buyer sentiment was a key focus for Valerie Bonaldo in 2020 when she joined the PMM team at Seismic.

CRM data was not clean, and often incomplete so this could not be a reliable source. After launching a project to update their CRM, Valerie and team were able to identify what their sellers were sharing on deals won or lost, but they still lacked a complete picture including what the buyer experience was in deals, and how that may have impacted purchase decisions.

Valerie and team launched a Win-Loss program in 2020 with a ‘hypothesis’ that they wanted to prove, and chose Klue Win-Loss (formerly DoubleCheck) to help build their program.

## Why Klue for Win-Loss?

After a thorough evaluation of other Win-Loss vendors, including Clozd, Valerie chose Klue for the following:

- Level of expertise by the Klue Win-Loss team would yield good results and actionable feedback to guide areas of focus
- Focus on qualitative data/verbatim beyond just tracking feedback with graphs and charts
- Guidance on best practices for getting buy-in from stakeholders and standing up their program

**Defining success criteria early on was also very important.**

Valerie was looking to build a sophisticated Win-Loss program, one that weighed the importance of analysis in the results and quick actioning to multiple teams. Given their own high standards being in the Enablement space, it was important for Valerie to find an expert partner to build a Win-Loss program that included successful internal enablement of the findings and quick distribution to the right decision makers.

## How Seismic Enables Their Entire Org with Win-Loss Findings

Following many of their own enablement best practices they use with customers, over the last 8 quarters the Seismic team found successful, repeatable tactics in enabling their entire org with Win-Loss findings:

1. Find key stakeholders in each department and include in the Win-Loss design/process, Sales enablement, Sales, Product, CS.
2. For every program set, include at least 1 question from every function, so there's always a new finding to share back with them
3. Action all learnings immediately, and iteratively, as they come in
4. Create a quarterly Win-Loss summary report in collaboration with Klue Research Directors
5. Align key findings into a narrative that aligns with a bigger picture on Win-Loss, ie numbers, win rate, segments
6. Create a tight Exec Summary that is presented to senior leadership every quarter
7. Share visibility about the Win-Loss program and team behind it, in Seismic, Slack, and team newsletters, with links to the actual interviews

## Results

With a strong enablement plan and close partnership with Klue's Win-Loss team, Seismic's Win-Loss program has produced strong results over the past 12 months:

- Nearly **100 customers switching** from a competitive solution to Seismic
- Strong **improvements in win rates**
- Influenced **over 100 product enhancements**
- **Sales ops** improvements on how sellers conduct discovery and run demos
- **Product Marketing** better able to focus messaging and persona work based on the Win Loss analysis
- **Demand Gen** refining messaging for Top of Funnel and website pages
- **Sales leaders** sharing findings from Win Loss in post deal analysis
- **Pre-Sales team** refining talk tracks and demos
- **Product team** adjusting enhancements
- **Higher visibility of Valerie and her team across the org**, especially with the board and Exec team

## Customer Overview

Seismic is the global leader in enablement, helping organizations engage customers, enable teams, and ignite revenue growth.

The Seismic Enablement Cloud™ is the most powerful, unified enablement platform that equips customer-facing teams with the right skills, content, tools, and insights to grow and win. From the world's largest enterprises to startups and small businesses, more than 2,000 organizations around the globe trust Seismic for their enablement needs.

## “

The findings from our Win-Loss program influence the development of our product roadmap, the refinement of our messaging, and our go-to-market execution. It's an integral input into our company strategy. We regularly review the insights and recommendations as a leadership team and with the board.

**Paige O'Neill**

CHIEF MARKETING OFFICER, SEISMIC



## “

Even in our own space and how we approach our own customers, relationships really matter. Having that advisory approach that we get from Klue Win-Loss is very important, because to build a successful program it involves more than just a 'set and forget' software purchase and install.

**Valerie Bonaldo**

DIRECTOR OF PMM, SEISMIC



## “

The Klue team takes the time to understand our business and product. They're very consultative and collaborative as we evolve our interviews to take into account market changes. This strong intuition helps us continually yield actionable insights that I can present to leadership and key stakeholders at Seismic.

**Valerie Bonaldo**

DIRECTOR OF PMM, SEISMIC