Win-Loss
Program Overview

Table of Contents

DoubleCheck
by **klue**

What is Win-loss Analysis?

Companies often struggle to understand why prospects make the buying decisions they do. We've all experienced those situations where a <mark>prospect appears to be an ideal match yet selects a competitor with little to no clear explanation why.</mark>

We're often left to wonder the reasons. Was the issue our offering, our sales process, our price, our reputation? What was it about the competitor's offering that was so compelling?

Organizations must continually ask these types of questions in order to grow. Yet, without the benefits of utilizing a structured method to collect insight, companies may end up with pockets of disconnected feedback leading to baseless assumptions, never truly understanding why customers say no (or yes).

That's where win-loss analysis comes into play. Whether it's increasing market share, growing sales, or improving the buying process, win-loss analysis programs are an ideal solution for capturing and organizing buyer feedback, and surfacing key trends and opportunities.

Win-loss analysis generates a steady stream of fresh, reliable intelligence to support your efforts in monitoring key growth areas such **as product/market fit, pricing strategy, buyer persona development, buyer journey, competition, and sales force effectiveness**.

However, in order to maximize ROI, win-loss analysis programs must be thoughtfully designed, carefully executed, and include input and buy-in from various internal stakeholders—qualities that are lacking in most homegrown programs today.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

—

Although a comprehensive win-loss analysis program can ==increase win rates by up to 50% and revenue by 15% to 30%,== most providers conduct only ad hoc reviews.

Why Buyer Intelligence Matters

Success as a product marketer is dependant upon your current understanding of the market, customers, buyers, and competition.

Having access to timely, relevant, and reliable intelligence places you in a position of influence and power during strategic planning and investment discussions related to go-to-market strategy, product development, sales enablement, or the many other critical elements that comprise an optimized business strategy.

After all, your competitors are forever improving their products and services, and buyer requirements change over time. Successful product marketers stay ahead by listening closely to the market and seizing emerging opportunities.

While companies recognize that customer and buyer feedback is a key input into an effective marketing and sales strategy, many approach the planning process with missing and incomplete data, implementing instead what they believe will work without ever truly knowing if the market agrees.

Utilizing a holistic approach to capture and analyze buyer and customer feedback eliminates much of this guesswork. Win-loss programs help organizations understand what prospective and current clients value most and reveal where internal improvements may be justified.

Companies who make the decision to truly embrace win-loss as an operational discipline benefit greatly from a regular stream of timely, reliable intelligence. Such data allows organizations to identify and act on new opportunities, while adding value to existing company initiatives.

—

Comprehensive win-loss analysis programs capture ==honest buyer feedback and promote smarter, more informed decision-making.==

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
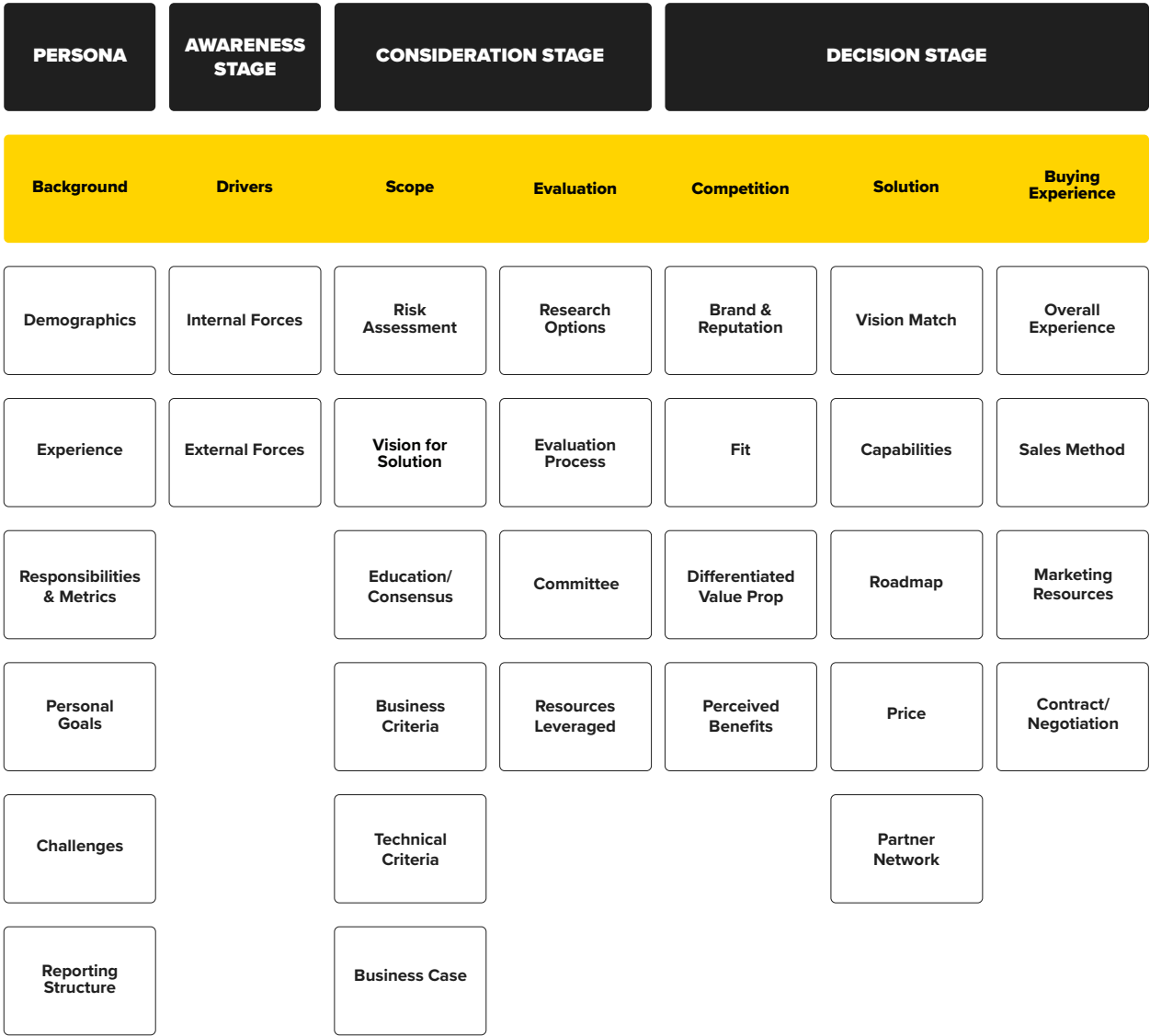by klue

Where Most Win-loss Solutions Fall Short

Many companies claim to have win-loss programs in place, yet the vast majority are unstructured, informal, and ==focused more on the seller's point of view than the buyer's.==

When managed internally, win-loss programs can be challenging to build, execute, and maintain. The responsibility often falls on staff who are already overcommitted and frequently displaced by higher-priority assignments— a setup that naturally breeds inconsistencies and lackluster results.

Internal win-loss programs often fail to deliver on intended value, not to mention that buyers are often reluctant to share open and honest feedback with the vendors they did not select. Many would prefer not to offend vendors, so they take the easy way out by sharing half-truths or glazing over underlying issues. Consequently, vital intelligence is lost, and the vendor's ability to make smarter, more informed, real-time business decisions is compromised.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by **klue**

Win-loss Program Reference Model

For most organizations, gaining an understanding of the research areas that can be included within a win-loss program is a great starting point.

PERSONA	AWARENESS STAGE	CONSIDERATION STAGE		DECISION STAGE		
Background	Drivers	Scope	Evaluation	Competition	Solution	Buying Experience
Demographics	Internal Forces	Risk Assessment	Research Options	Brand & Reputation	Vision Match	Overall Experience
Experience	External Forces	Vision for Solution	Evaluation Process	Fit	Capabilities	Sales Method
Responsibilities & Metrics		Education/ Consensus	Committee	Differentiated Value Prop	Roadmap	Marketing Resources
Personal Goals		Business Criteria	Resources Leveraged	Perceived Benefits	Price	Contract/ Negotiation
Challenges		Technical Criteria			Partner Network	
Reporting Structure		Business Case				

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

How Win-loss Providers Add Value

Companies that leverage a third party for win-loss research find that those third parties are <mark>a far better solution to cultivate open dialogue and capture honest feedback.</mark>

Using independent/impartial and trained interviewers means buyers are less likely to hold back, which translates into a more accurate representation of their evaluation experience.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by **klue**

"

Win-loss research can be eye-opening. Seeing that juxtaposition is interesting because you might start investing down one path of differentiation when, in reality, the customer is buying you for a completely different reason.

RICKY PELLETIER,
Partner at OpenView Venture Partners

OPENVIEW

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by **klue**

These customized and flexible research programs reveal <mark>why people really buy from vendors and, equally as important, why they don't.</mark> In fact, they can deliver a wide range of research takeaways that can improve multiple areas of business operations:

Informing Product Development

Analysis of targeted data points can identify how your offering aligns with current market needs. Using this knowledge allows vendors to fine-tune offerings and pricing models to remain competitive and encourage interest. This type of deep research also anticipates future client needs and identifies functional gaps within your existing products and services.

Bringing Sales and Marketing Teams Closer

Independent research can uncover the traits, skills, and knowledge required to improve sales and marketing performance. Recognizing opportunity gaps can bolster training programs, sales materials, and promote stronger team collaboration.

Increasing Competitive Intelligence

Win-loss analysis programs can help product marketers capture valuable information that can be used to protect organizations from emerging threats, as well as learn what their organizations are up against by studying the advantages/disadvantages of competitive offerings versus their own. Competitive intelligence can be used to highlight the key differentiators of your product or service, and to create "battle cards" for sales and marketing teams.

Understanding the Buyer's Journey

Comprehensive win-loss research enables organizations to see the end to-end buying journey from the evaluator's perspective, illustrating what occurs at the awareness, consideration, and decision stages and which resources are most influential along the way.

Gaining Marketing Analysis

Independent assessments provide unbiased insight into how the market views your organization and its offerings. Businesses can use this information to improve brand awareness, spot marketing opportunities, and drive more effective lead-generation campaigns.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

DoubleCheck

" When we outsource win-loss programs, we have continuity both in the interviews and surveys, and that really helps us to see the bigger picture.

CHRIS KIRSCH,
Product Marketing Director
VERACODE

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by **klue**

The DoubleCheck Difference

DoubleCheck is an established leader in win-loss and churn research and analysis.

Having conducted thousands of interviews since 2014, our team of experienced analysts design and deliver research programs for a wide range of business-to-business (B2B) technology companies. Using a structured, scalable process, we enable our clients to improve their win rates by making more informed and impactful business decisions.

We align well with organizations who consider win/ loss a strategic imperative and are looking for a partner who goes beyond just conducting interviews on their behalf. After all, effective win-loss programs and partnerships are much more than simply collecting data.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

"
DoubleCheck Research helps us understand our market and our customer's journey better and provides us with the right insights to close deals faster.

PAUL MCMEEKIN,
Marketing Director at ACI Payment Systems

/\CI Worldwide

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

Effective Interview Method

Our interview method follows the path of a traditional story arc and is designed to capture each buyer's compelling journey, from awareness through to the decision. Our in-house editors and writers transform raw, unstructured interview transcripts into short, insightful stories that chronicle each buyer's specific experience.

Executive-Level Analysis and Presentation

Clients can also choose from a variety of summary roll-up reports and analyst presentation options. Access a short and refreshable highlight report from within your client portal to stay on top of market trends, opportunities, and competitive insight.

Need something more executive level for an upcoming QBR or SKO? Consider having your assigned research director onsite for a two- hour power meeting with your executive team to provide a deep, detailed overview of findings, while offering a set of actionable takeaways and recommendations. Through our experience, DoubleCheck has found that sales, marketing, and executive teams are often more receptive when findings are presented by an outside firm.

Large or small, each summary is designed to address your specific needs. Whichever option you leverage, you get a full analysis of aggregate data by an experienced research team.

User-Friendly Research Library

Clients also receive their own private research libraries. Each library includes a searchable report index with built-in security features to manage various user access levels. Share past reports with your entire organization, or limit availability to select users or groups.

Experienced Research Team

Anyone can say that they perform win-loss and churn analysis, but it's DoubleCheck's high-touch, high-caliber service that makes the difference. For starters, our research directors are prior industry analysts and technology industry veterans with real-world experience working within technology and SaaS organizations.

These senior analysts manage the entire research process from beginning to end to ensure continuity while providing a comprehensive analysis of your data. Additionally, our diverse technology backgrounds allow us to speak the buyer's language, and quickly establish credibility and trust.

Our experience also enables us to ask smarter questions and dig deeper, uncovering hidden gems and buyer motivations that others may miss.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

Scalable and Flexible Solution

Exclusively focused on the technology provider space, our clients range from growth companies to some of the largest technology providers in the world. Offering a range of options—from short, focused pilot programs, to long-term, vast, global programs—DoubleCheck allows you to test, try, and scale as you need.

From simple to complex, we provide flexible programs that can pivot seamlessly between a single product or a complete solution-based evaluation. Our approach naturally accommodates a variety of client goals and scenarios.

Inclusive Program Design

DoubleCheck makes program design easy by providing effective and customizable frameworks and strategies to foster involvement and buy-in from your stakeholder group. Our approach is inclusive and encourages input from key stakeholders, leading to a program that is fully embraced and better aligned to departmental and organizational needs. Such an approach produces value across your organization, which transforms your win-loss program into a high-ROI business tool.research team.

Comprehensive Reporting

Following each interview, DoubleCheck creates a deal report that is informative, well organized, and chocked full of actionable insight and advice. Each report includes a full summary of key findings and compelling quotes, full interview transcript, online survey response, company and buyer background, analyst recommendations, and a section devoted to the salesperson's perspective.

Clients have shared how this format is powerful and easy to consume, and how it enables them to feel comfortable sharing deal reports with others in their organization.

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by klue

" **DoubleCheck win-loss reports help our product team to better understand what features and functions are winning or losing deals in the market.**

ROB BOIS,

Senior Director of Product Marketing

fuze

Want to exploring your win-loss program options? **Let's chat**.

Database Summary Reports

- Enabled by Qualtrics
- Online Survey Data
- Unstructured Interview Data
- Text Analysis
- Various Report Options
- Downloadable .CSVs

Individual Deal Reports

- Interview Summary
- Key Finding Section
- Analyst Recommendations
- Sales View
- Interview Transcript
- Online Survey Response

RESEARCH DELIVERY ECOSYSTEM
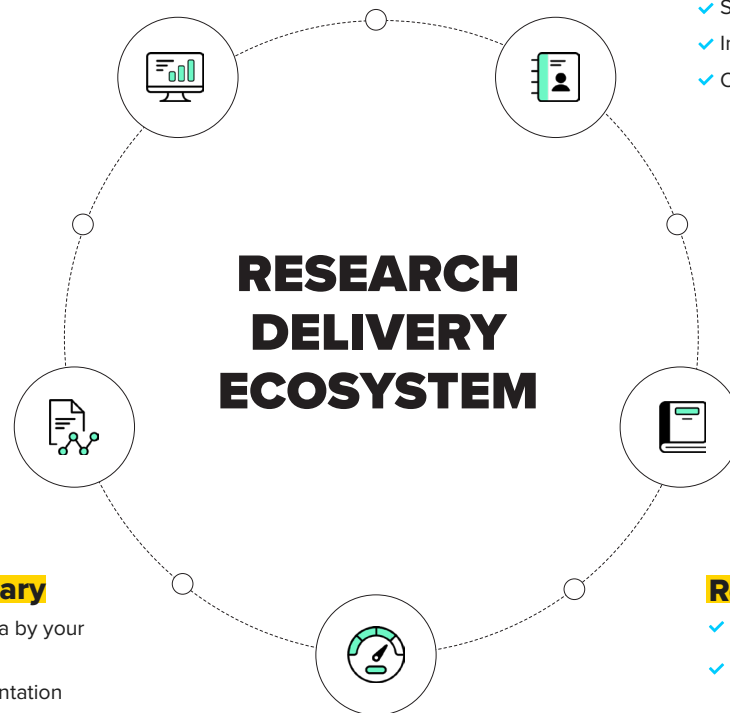
Executive Summary

- Full analysis of your data by your research team
- Various summary presentation options
- Presented onsite or remotely

Research Library

- Searchable Report Archive
- Open access to your designated users
- Multiple access level options

Program Dashboard

- Central command
- Activity Tracker
- Lead Conversion Rate Calculator
- Qualtrics Report Access
- User Management
- Recent Interview Summaries
- Special Request Tracker

Want to exploring your win-loss program options? **Let's chat**.

DoubleCheck
by **klue**

Are you ready to learn more about the process to design, build, and execute an impactful win-loss program?

DROP US A LINE

DoubleCheck

by **klue**