



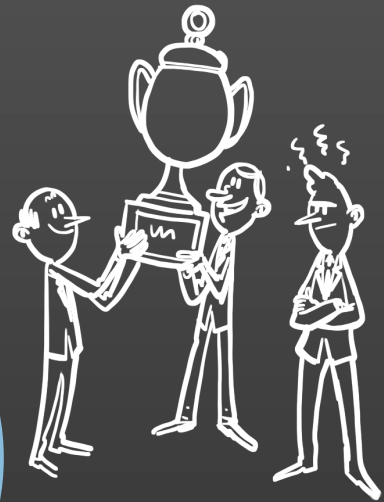
WIN-LOSS ANALYSIS

You ever lost a sale?
No?

Well move on.
There is no need
for this module.

If you have...
then join the club.

We've all been there, with that stinging feeling of defeat after putting your heart and soul into an opportunity. It's heart-breaking... but if you have the right mind set you can use the opportunity of a loss to learn and improve.



But
how?



Is it enough to review the sales process internally? Or should you ask the customer?
Yeah, the one who just said no.

To really learn from losses, you need in-depth feedback, not just the usual question of "why did we lose" which leaves the door open for the customer to let you (and them) off the hook by saying that price was too high.



Our research shows that **less than 10%** of professional sales organisations consistently interview customers after losses, which often leads them to repeat the same mistakes again and again.

But remember, there may be as much to be learned from a win as from a loss – to find out why the customer chose you and your solution, so you can continue doing the things that customers like.

