Integrating Win-Loss Analysis

Amping Up Competitive Enablement

Integrating Win-Loss with Competitive Enablement

Why I Prefer a Win-Loss Vendor

How to Use Win-Loss in Competitive Enablement

About the Author

Alex Salop is a product marketing leader who has spent the last several years focusing on competitive intelligence and competitive enablement. He currently provides independent product marketing consulting services and has written over 100 articles on competitive intelligence and competitive enablement. He is the author of "Competitive Enablement: Helping Your Salespeople Win More Deals," which focuses on helping sales organizations integrate competitive enablement into their sales strategies.

You may think you know that your customers want–or are looking for–something, but you need to have a data-driven approach to competitive enablement. While such an approach is not without its challenges, the benefits are substantial. Key to this approach is the use of third-party win-loss analysis.

You need to know your buyers, but buyers are complex and are constantly changing. They may tell you that they need something specific, but in reality, they may need something more. You may learn that your demos are done too early or aren't tailored to specific buyers, or find that your salespeople aren't as informed as they should be.

Take your competitive enablement approach to the next level by using third-party win-loss analysis. This will give you insights into why customers are buying from your competitors and what you can do to win them back.

Competitive enablement is not just about collecting data; it's about actionable information. A good win-loss vendor will provide you with insights and actionable information that can be used to improve your sales strategies. This includes information on which products are being used by customers, which features are being used, and which are not.

With this information, you can adjust your sales strategies to match what your buyers are looking for. You can also use this information to improve your products and features to better meet your buyers' needs.

This involves working with sales teams to clean up CRM to ensure that you're evaluating competitors accurately. You need to know your buyers, but you need to know what your buyers are looking for, too. A good win-loss vendor will provide you with insights into what your buyers are looking for, so you can adjust your sales strategies to match.

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Why I Prefer a Win-Loss Vendor

Many companies are not sure whether they should hire a win-loss vendor. There is no perfect solution, but I've found third-party win-loss analysis to be invaluable. You should always consider your options, but they're one I endorse.

Research. They've been great to work with, and I've found their insights to be invaluable. The company with whom I've had the most success is DoubleCheck, who have provided me with data that has been highly accurate and valuable.

Of course, there's plenty more you can do outside of win-loss analysis to improve your competitive enablement. While each interview is qualitative and anecdotal on its own, the data begins to build a more comprehensive picture of what your buyers are looking for.

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