



Win-Loss Reviews.

“Anyone who fails to recognise problems leaves the door open for tragedies to rush in”

Lao Tsu

PSP’s research shows that less than 1 in 10 companies in the UK routinely undertake Win-Loss reviews. Of those that do, most simply undertake an internal review or get a superficial debrief from the prospect with less than 5% using independent review services.

So why did you lose?

It’s a truism that there is only one reason why you lost: You got outsold. But why? What could you do better to improve your chances of success? You feel you’ve ‘wasted’ time and pursuit budget and lost a contract. So what do you do? Sack the sales leader, blame the quality of the proposal, question the price, have doubts about the solution? The only ‘waste’ would be not to learn from the experience.

Reviewing why you lost is a team effort

However, asking your prospect is only one aspect of determining why you lost. Your pursuit team have a contribution to make as do your suppliers and partners together with a review of your sales strategy, pricing, and published artefacts to build up a comprehensive picture of why you lost.

Is it throwing good money after bad?

At PSP we don’t just ask your prospect why you failed to secure the contract; we undertake a comprehensive diagnostic review of what went well, as well as what can be improved upon.

Prospect debriefs are only part of the answer and are rarely candid or actionable if conducted between your company and the prospect. They are uncomfortable experiences for both parties and normally consist of polite answers to questions of such as ‘your solution didn’t fully meet our needs’, ‘your price was too high’, or ‘your competitor provided better value for money’.

It’s all in the detail

A prospect who knows you have invested in an independent company to conduct a thorough review will be more likely to reveal a greater level of detail behind their decision. You will gain beneficial insight and feedback such as ‘they simply didn’t listen to what we wanted’, ‘their executives took us for granted’, ‘we didn’t understand or believe in the transition and transformation story’.

In addition to interviewing your key prospect contacts, PSP will investigate and report on the quality of your pursuit team; the accuracy of the pricing strategy and the effectiveness of published material including your proposal, executive summary and sales presentation. Instead of ‘throwing good money after bad’ this valuable investment helps to identify what to do differently next time, based on expert and independent assessment.

As the title suggests, these reviews are not just for lost bids. It is just as important to understand fully the reasons for winning and build on them.

About PSP

At PSP we work alongside our clients, helping them deploy world-class sales enablement processes effectively to produce significant improvements in sales outcomes.

Distilling three decades of blue chip experience, we have industrialised proven processes and tools that focus on deal qualification; win/loss analysis; sales strategy and planning; account growth (retention and renewal); and executive customer satisfaction.