

WIN-LOSS

Based on survey results from Primary Intelligence's 2014 *State of Win-Loss Report*. The research was conducted from March to October 2014. Data was collected from 5,400 individuals.



RESPONDENTS' TITLES

80%

are mid-level managers, directors or employees

20%

are senior executives, vice presidents or board members

USAGE



69%

use win-loss to identify sales weaknesses



17%

use it to measure marketing effectiveness



WIN RATES

MORE THAN

40%

of software solution and business services companies report win rates of

MORE THAN

50%

within their competitive opportunities

64% PERFORM WIN-LOSS VIA THE TELEPHONE



MORE THAN 50% OF RESPONDENTS HAD AVERAGE DEAL SIZES IN THE \$1M+ RANGE

BUDGET

31% OF ALL RESPONDENTS HAVE

\$25K
or less annual win-loss budget

20% of those who use external win-loss providers are spending \$50-100K

WHO'S DOING IT?



External third party



Sales rep



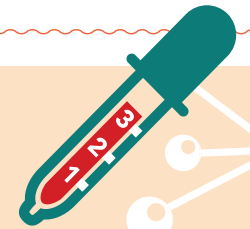
Sales operations/support



Marketing

Respondents were asked to select all parties involved in their win-loss efforts.

Dedicated win-loss analysis resource, team or department	22%
Voice of the customer or customer satisfaction/loyalty group	17%
Market research group	14%
Product management	7%
Other	6%



36%

Only 36% of respondents have had win-loss efforts in place for 3 or more years