

Buyer Insights Program: Win-loss Analysis

Capture key buyer insights at the point of decision. Our methodology includes gaining a deep understanding of your business, designing smart survey instruments, and creating a safe and professional environment for your clients. The outcome of our process includes timely and actionable reports, analysis, and recommendations in the areas of buyer insight, sales performance, marketing effectiveness, product development, and competitive intelligence. Organizations with a formal and independent win-loss analysis program are more competitive, have higher win rates, and make more informed corporate investments.

Buyer Insights Reports

Customized reports that detail client buying habits, selection criteria, business drivers, product needs, sales experience, views on the competition, and other insights to ensure that each new sales cycle is stronger than the last.

Buyer Insights Alerts

Customized research alerts capture key trends found within your data. These clear and concise documents are ideal for shining a light on important issues and bringing people together to determine the most effective solution.

Buyer Insights Data Overviews

An aggregate view of your dataset across multiple reports. These powerful presentations are ideal for quarterly business reviews and strategic boardroom discussions.

Buyer Insights Portal

Members have secure access to their data online 24/7. Login from anywhere to quickly download the information you need when you need it.

Advisory Hours

Advisory hours represent flex time to be used to help drive the value of your program. Examples include survey creation, monthly reviews, group presentations, and sales training.

The Buying Process

Gain a view into the mind of your buyers to ensure ongoing alignment:

- End-to-end buying process
- Key influencers
- Selection criteria

Sales Force Development

Quickly determine both individual and team-based development opportunities:

- Salesperson traits
- Salesperson skills
- Knowledge

Marketing Effectiveness

Understand how the market views your organization, and determine which partnerships bare fruit:

- Brand awareness
- Marketing investments
- Lead generation

Product Development

Determine how your capabilities stack up to the competition and market needs:

- Future client needs
- Functional gaps
- Pricing model

Competitive Intelligence

Stay informed on how the market is responding to changes in the competitive landscape:

- Their advantages/ disadvantages
- Key differentiators
- Emerging threats

"...Those that take a more comprehensive approach have seen a 15% to 30% increase in revenue and up to 50% improvement in win rates..."

*Source: Gartner, "Three Ways Technology Marketers Can Use Data From Win/Loss Analysis to Increase Win Rates and Revenue," Todd Berkowitz, May 2014

About DoubleCheck Research: DoubleCheck Research has developed a unique research methodology to help marketing, sales, competitive intelligence, and product development executives within technology companies win more business by unlocking the key lessons learned from prospects and clients through smart surveys, targeted interviews, and easy online reporting. Visit us at www.doublecheckresearch.com