

HOW TO CONDUCT WIN/LOSS ANALYSIS

A Step-by-Step Checklist

BEFORE

1. Carefully consider if a win/loss analysis would be well-received at your company, and if your company has the resources to undertake a project like this.
2. Find an executive champion for the win/loss analysis.
3. Decide whether you want to do the win/loss analysis in-house, or if you want to outsource it.
4. Decide how many interviews you will do, given time and resource constraints.
5. Consult your CRM to develop a list of potential interview candidates.
6. Discuss possible interview subjects with Sales and the C-Suite.
7. Finalize your list of interview targets, making it large enough so that if only 20% respond, you'll still have enough interviews.
8. Reach out again to Sales to get high-level information about your interview targets.
9. Reach out to other departments to get ideas for questions to ask or things to bring up in interviews.
10. Do basic research on each company and person you want to interview.
11. Decide whether or not you'll compensate interview subjects.

DURING

12. Begin reaching out to interview subjects via email.
13. Schedule interviews.
14. Begin detailed research of the interview subject who agree to be interviewed.
15. Follow up with the interview subjects who haven't responded to your email requests by phone or social media.
16. Do the interviews.
17. Follow up with a thank-you note when the interviews are completed.

AFTER

18. Get any recorded interviews transcribed.
19. Begin reviewing all interviews for your final report and try to find trends or similarities between interview subjects.
20. Develop your written win/loss analysis report, including recommendations for each team and/or department.
21. Prepare a presentation of your win/loss analysis report in a format your company is most likely to respond to.
22. Circle back with different key players and teams in your company to see if they'll take action on your recommendations.
23. Calculate your company's win/loss ratio six months after the initial report was released.
24. Circle back with your C-Suite champion to report on whether the win/loss analysis was a success or not, including why.
25. Begin promoting the idea of doing another win/loss analysis and start planning for it.