

Fueling growth with SwayTech's Tactical 20.

Tactic #3

**You win some,
you lose some...
Want to know
why?**

**Sway
Tech.**

Win/Loss Analysis.

Why?

Once you understand why you won or lost a deal, you can identify patterns.

And from these patterns you can:

- Take actions to improve your win rates
- See higher revenue from successful deals
- Gain a better understanding of customer needs and preferences

KPIs you should have in place.

- Win rate
- Deal value
- Pipeline velocity
- Customer satisfaction scores
- Inbound lead quality scores

Step 01.

Data Analysis.

Gather data on won and lost deals, including deal value, lead source, sales process details, and customer feedback.

$$\text{Win Rate} = \frac{\text{Number of Wins}}{\text{Total Opportunities}}$$

$$\text{Loss Rate} = \frac{\text{Number of Losses}}{\text{Total Opportunities}}$$

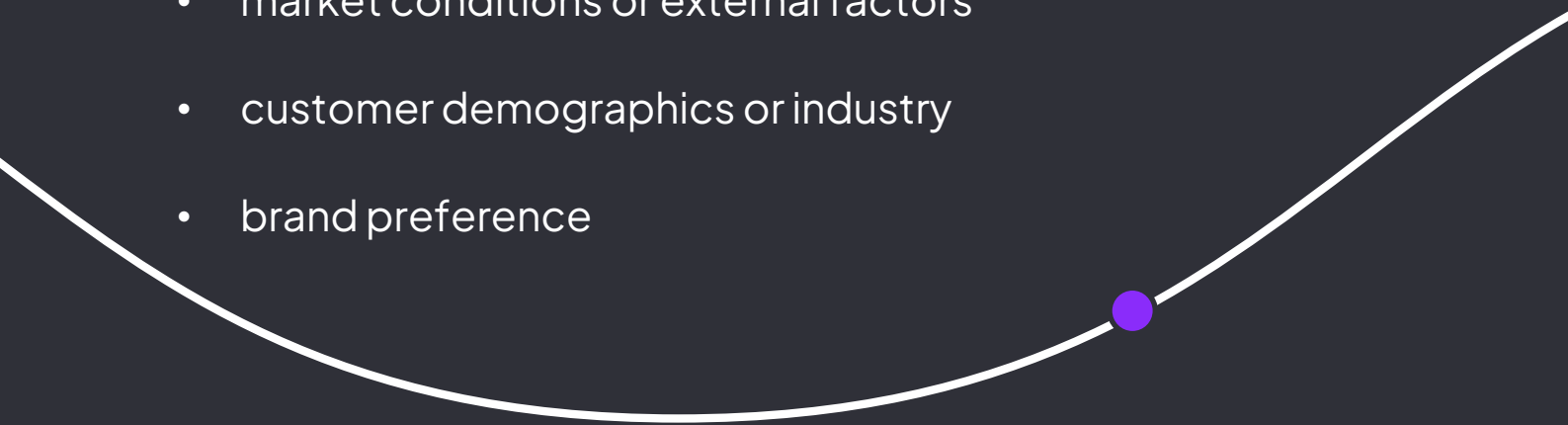
TOP TIP:

To get beyond comments like “**No budget right now**” you need to understand why? This often requires a conversation with the prospect.

Step 02.

Identify Patterns.

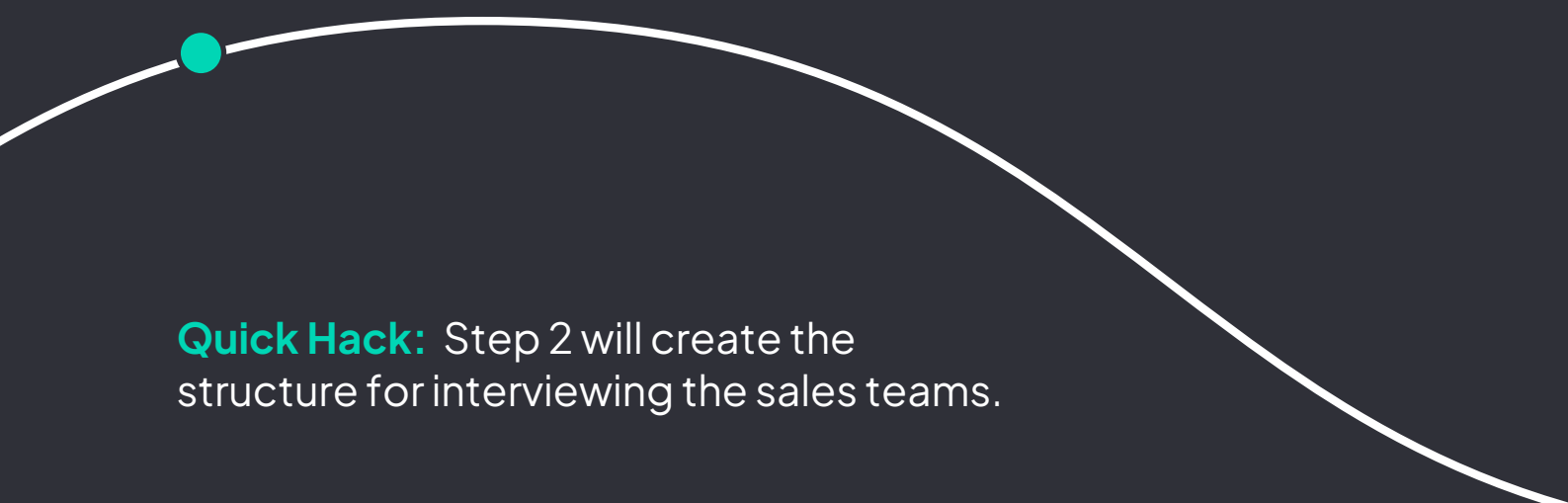
Analyse the data to identify common patterns influencing wins and losses, such as:

- comparing the average sales cycle for wins vs. losses
 - analysing win/loss rates by sales rep, region, product
 - analysing the average deal size for wins vs. losses pricing
 - market conditions or external factors
 - customer demographics or industry
 - brand preference
- 

Step 03.

Sales Teams Input

Conduct interviews with sales representatives involved in the deals to gain qualitative insights.



Quick Hack: Step 2 will create the structure for interviewing the sales teams.

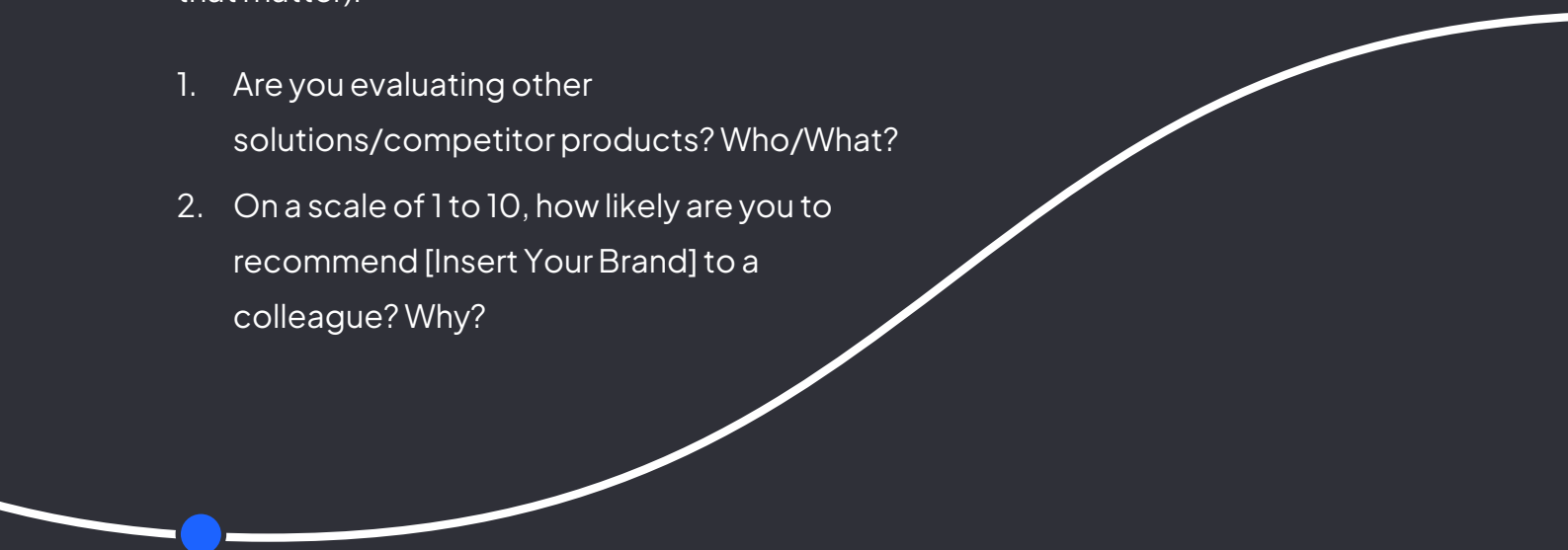
Step 04.

Customer Feedback.

Obtain feedback from lost opportunities to understand the reasons for not choosing your company's solution.

PRO TIPS:

Two key questions to ask lost prospects (and won customers for that matter):

1. Are you evaluating other solutions/competitor products? Who/What?
 2. On a scale of 1 to 10, how likely are you to recommend [Insert Your Brand] to a colleague? Why?
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Step 05.

Competitor Analysis.

Compare your company's offerings with competitors to identify areas of strengths and differentiation that can be communicated during the sales process.

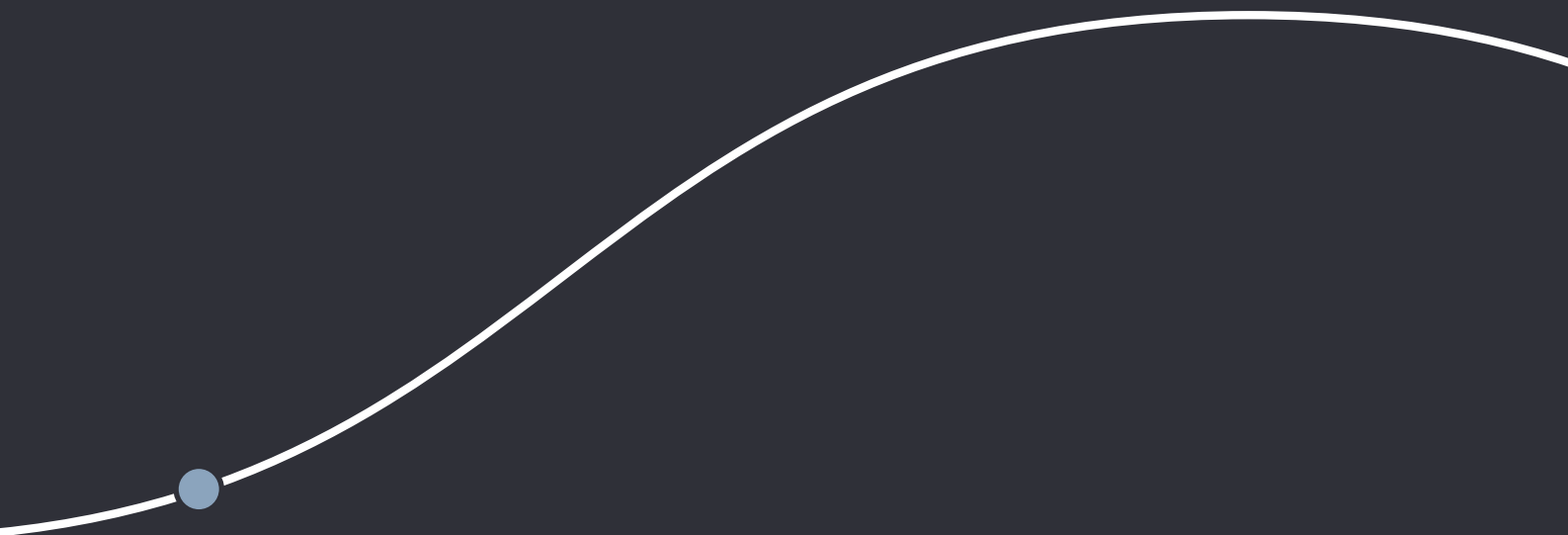


TOP TIP: Using ChatGPT 4 **BrowserOp** plugin you can accelerate this step.

Step 06.

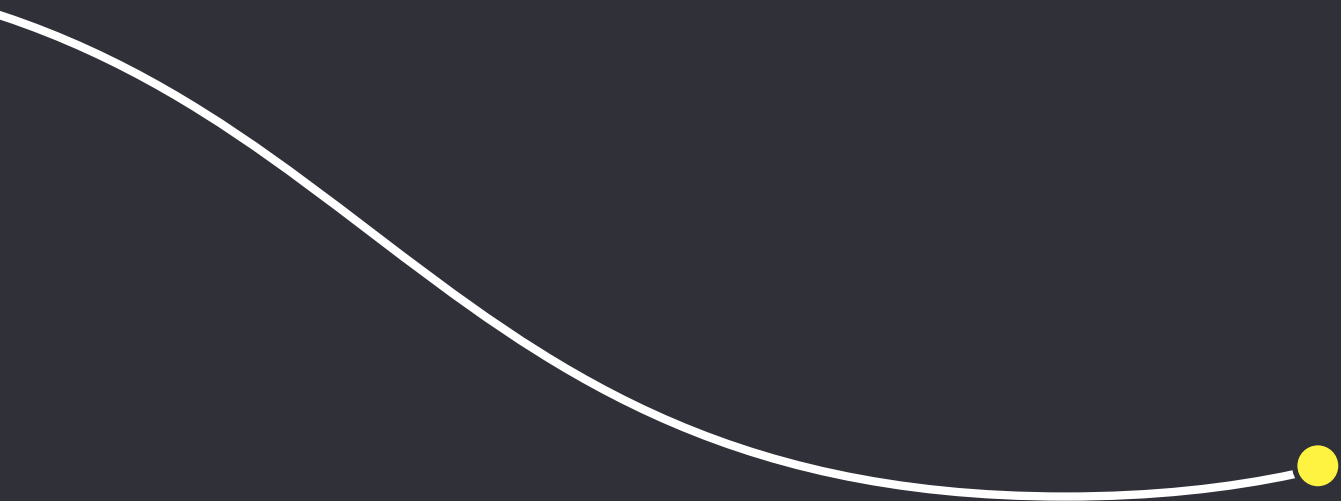
Insights and Actions.

Collaborate with the sales team to implement any recommended changes and monitor their impact.



Step 07. Ongoing.

Work closely with the sales team to regularly review and update the win/loss analysis to adapt to changing market dynamics, customer preferences and competitor activity.



This is not something that sales owns alone.

If marketing shares ownership of the revenue number then together with sales a win/loss analysis will:

- Improve win rates
- Generate more revenue and profit from customer wins (by targeting the right customers)
- Generate strong understanding of customer needs and preferences
- Keep you in touch with the market and trends

NextUp:Tactic #4

Pricing Analysis.

This tactic outlines how to conduct a review of your company's pricing strategy to ensure it aligns with market shifts, customer value, and business goals.

Follow SwayTech on LinkedIn to get notified as we share further tactical marketing plays and Feel free to connect with our [CEO Michael](#).

**Sway
Tech.**

**When we say marketing,
we think business.**

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