

Win-Loss Analysis

Understand your losses to secure More wins

Understanding why prospects decide to buy — or not — is crucial for refining your sales strategy and increasing your conversion rates.

By partnering with Shortlist Marketing for win-loss analysis, you gain a clear understanding of where your success come from, and why you fall short, through honest feedback from internal and external parties.

By understanding why deals are won or lost, you can refine your approach, capitalise on strengths, address weaknesses, benchmark against your competitors, and ultimately close more deals.






Let us help you turn every lost or won opportunity into a learning experience that propels your business forward.

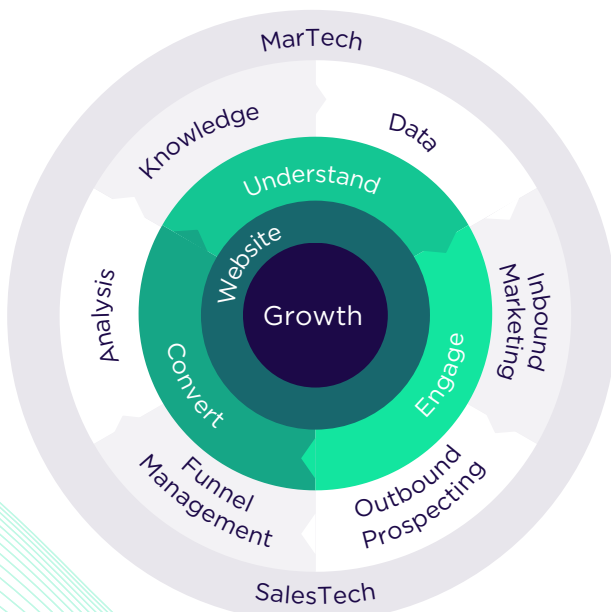


“We very much appreciate the team’s dedication, organisation and skill. We truly believe that, in Shortlist, we have found the ideal partner — rather than just another supplier — to support our business growth.”

Paul North Founder
at Illuminis

Why Choose Us?

-  **Increased Lead Conversion:** By understanding and addressing weaknesses in your sales process, you can increase your lead conversion rates, maximising revenue opportunities.
-  **Competitive Advantage:** Benchmark your organisation against competitors, providing valuable insights into your strengths, weaknesses, and refine your strategies to position yourself for success.
-  **Insightful Feedback Loop:** Our Win-Loss Analysis service provides invaluable insights into why potential sales fall through, giving you a clear understanding of where improvements are needed in your customer journey.
-  **Optimised Sales Performance:** Identify areas for improvement within your sales team, empowering them to reach their fullest potential and enhance their effectiveness.
-  **Genuine feedback:** Our unbiased, highly trained sales team can uncover genuine feedback from your customers and prospects, ensuring you get the truth about what drives sales outcomes.



Our Methodology

Utilising the information available from your internal sales data and talking to your internal team, we learn about your, company, products, and target markets.

We use this knowledge and our expertise to craft specific questions to interview both satisfied customers and lost sales opportunities.

You will then receive a detailed report and presentation with recommendations to enhance your sales strategy.

