

WIN/LOSS ANALYSIS INSIGHTS

The Hidden Gold in Wins and Losses

Why Every CEO Should Listen More Closely to Their Buyers

67%

of lost deals are attributable to fixable issues

Gartner, 2025

40%

of sales teams misdiagnose why they lose

Gartner, 2025

80%

of buyers will share candid feedback

Forrester Research

As a Vistage Chair, you spend countless hours helping CEOs make better decisions. You challenge assumptions, uncover blind spots, and help leaders see around corners before problems become crises.

Yet one of the most valuable sources of strategic insight often goes untapped: **the voice of the buyer.**

■ ■ *Most CEOs believe they understand why they win business and why they lose it. The reality is often very different.*

THE FEEDBACK GAP

In many organizations, sales teams provide the primary feedback loop to leadership. Deals are won, deals are lost, and explanations are offered. *The prospect chose a competitor because of price. They needed a feature we don't have. They already had a relationship with another vendor.*




The problem is that these explanations are frequently incomplete or simply wrong. Buyers often tell salespeople what's easiest to say, not what's most helpful to hear.

 THE SOLUTION

Win/Loss Analysis

A structured win/loss program uses **independent third-party interviews** to gather candid feedback from customers, prospects, and buyers. Because the interviewer has no stake in the outcome, buyers are often far more forthcoming than they would be with a salesperson.

EYE-OPENING INSIGHTS

-  Losses blamed on price were actually caused by perceived implementation risk
-  Products thought differentiated are viewed as commodities by buyers
-  Marketing messages executives love never resonate with buyers

 REAL WORLD IMPACT

Cybersecurity Company Case Study

When a major competitor entered the market, leadership believed aggressive price reductions were necessary. **Independent buyer interviews revealed something different:** customers loved the product and were willing to pay the premium. Their concern was whether the company could compete against a larger player. **The solution wasn't discounting** — it was strengthening buyer confidence through better messaging and customer proof. They preserved margins and improved win rates.

 THE FINANCIAL IMPACT

5-15%

Win-Rate Improvement

Some report 30%+ gains

\$2M

Incremental Revenue

From 25% to 35% win rate

\$0

Added Marketing Spend

Pure conversion gains



Every lost deal contains a lesson. Every won deal contains a clue. CEOs who systematically capture and act on those insights gain an advantage competitors overlook.

WANT TO EXPLORE THIS FURTHER?

Get the Win/Loss Analysis Briefing

Request a comprehensive Win/Loss Analysis briefing you can review with your CEOs. Includes benchmark data, ROI examples, case studies, and practical implementation guidance.

Email Karen Hayward

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SOURCES

Gartner Market Guide for Win/Loss Analysis Solutions (2025) | 2. Forrester Research, Win/Loss Analysis: Business Requirements | 3. Clodz Win/Loss Benchmark Report (2025); Primary Intelligence State of Win/Loss Analysis; Gartner Sales Effectiveness Research