Win / Loss Reviews: A New Knowledge Model for Competitive Intelligence

By Rick Marcet

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An effective framework for strengthening competitiveness by learning from past deals and applying insights derived from them.

Every sales opportunity, whether won or lost, has useful nuggets of information that can be harvested and used to improve performance. When those pieces of information are aggregated, analyzed and made available for all to use, the organization's competitive position is greatly enhanced.

- Reveals how to turn field sales teams, a mostly underutilized resource, into net producers of competitive intelligence
- Exposes new and unconventional approaches for gathering and democratizing sales insights for a broad stakeholder audience
- Presents a proven knowledge sharing model that is being adopted by major companies worldwide

Win/Loss Reviews shows how every company can improve top and bottom line performance by systematically capturing the key insights from deals that have been won, lost or delayed. While the book talks to decision makers and business strategists, the principles and disciplines explored are aimed at bridging the flow of competitive intelligence between sales and marketing, simultaneously providing insights and line-of-site to the dynamics affecting business performance.

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Win / Loss Reviews: A New Knowledge Model for Competitive Intelligence By Rick Marcet Bibliography

- Sales Rank: #1663793 in Books
- Published on: 2011-07-12
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .80" w x 6.35" l, .89 pounds
- Binding: Hardcover
- 202 pages

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Editorial Review

Review
An effective framework for strengthening competitiveness by learning from past deals and applying insights derived from them . (Ad-Hoc-News, November, 2011)

From the Inside Flap

In Win/Loss Reviews, Rick Marcet reveals a new knowledge model that taps into one of the most underutilized sources of business and competitive intelligence—your sales staff. But this book isn't about Sales 101. It deals with empowering and encouraging your sales force to extract the most they can from their sales opportunity outcomes—whether won or lost—to cull valuable strategies, insights, and opportunities from every sale, and capitalize on every opportunity, every conversation, every call. It's about leveraging the competitive intelligence right under your sales force's nose—what customers are saying about their needs, which tactics the competition is using, and how your products could more effectively support the customer's strategic vision.

Cutting through the biases that lead you to believe that you win because of great sales skills or lose deals because of price, Marcet reveals the factors that can truly affect the outcomes of deals and offers a systematic and institutionalized way of capturing and sharing real-time information that complements corporate marketing research studies, competitive intelligence reports, and customer surveys.

Want to protect your company from competitive threats encroaching in all areas of your business? Through quickly and effectively capturing competitive win and loss information from the sales force at the front lines with the clearest view of the action, your company will achieve "crowd wisdom"—a grassroots, bottom-up approach of gathering micro-intelligence to harness the most accurate, relevant, and practical insights to benefit your company's stakeholders.

Win/Loss Reviews is built around practical foundations and real-world examples, with insight into how technology and social media are enabling intelligence to proliferate and be accessed where and when it is needed. Its hard-won wisdom lets you in on field-tested, practical information you can use now to make every sales call—even the not-so-great ones—a true win.

From the Back Cover

"Companies that optimize their processes and use available technologies outperform their competitors. Win/Loss Reviews beautifully illustrates the capability of integrating information and process flow between sales, marketing, and business leadership." —Mark Mueller-Eberstein, CEO, Adgetec Corp., bestselling author of Agility and coauthor of No Fear

"This win-loss framework provides an invaluable bridge between sales, product groups, and marketing. Implemented effectively, it is a finger on the pulse of the sales motion and provides direct line-of-sight visibility of sales activities to all departments chartered with refining the sales strategy."—Emeline C. Espinet, Senior Director, Cloud App Delivery Group, Citrix Systems, Inc.

"A key organizational enabler of most successful strategic account management organizations is the

facilitation and encouragement of efficient knowledge exchanges amongst account managers. Rick Marcet's book, Win/Loss Reviews: A New Knowledge Model for Competitive Intelligence, is a great source of best practices on the subject and focuses on the audience that needs it most: the front lines."—Bernard Quancard, President and CEO, Strategic Account Management Association

"Learn how to gather actionable sales intelligence by applying Rick Marcet's groundbreaking win/loss model that feeds DIRECTLY from the sales force in real time! This is a revolutionary win/loss process upgrade that is a must-read for ALL competitive intelligence and marketing professionals." —Ellen Naylor, President and CEO, Business Intelligence Source

"This book shines light on an important source of intelligence that is often overlooked or ignored by most sales organizations to consistently and systematically improve sales."—David Marcum, coauthor of Egonomics and cofounder of G5 Leadership

Users Review

From reader reviews:

Louise Fulghum:

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John Singletary:

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Johnny Ballance:

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resource then you have it as your main information we will see huge disadvantage for you. All those possibilities will not happen inside you if you take Win / Loss Reviews: A New Knowledge Model for Competitive Intelligence as your daily resource information.

Theodore Rivas:

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