Category

Commercial Excellence

Win-Loss Analysis & Insight-Driven Selling Playbook

Learning from losses with the same rigor you apply to celebrating wins

- Practitioner
- Intermediate
- Template Included

- Administrator
- 01 August 2023
- 3 minute(s)

Overview

A framework for win-loss analysis and insight-driven selling — conducting rigorous, honest analysis of both wins and losses, connecting findings to specific actionable changes in sales approach, avoiding the common pattern of celebrating wins without analysis while losses get minimal honest examination.

Why do losses often receive less rigorous analysis than wins in

many sales organizations? Losses can feel less pleasant to examine closely, and there's often organizational pressure to move on quickly rather than dwell on setbacks — but this asymmetry means losses, which frequently carry the most valuable improvement insight, get the least rigorous examination.

What makes win-loss analysis genuinely insight-driven rather than

just a retrospective reporting exercise? Explicit connection between analysis findings and specific, actionable changes in sales approach — messaging, qualification criteria, competitive positioning — not just documenting what happened without translating it into changed practice.

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