

# B2B COMPANIES ARE WINNING AT WIN/LOSS PROGRAM IMPLEMENTATION, BUT... LOSING AT PROGRAM EFFECTIVENESS



**55%**

55% of companies in Fletcher/CSI's 2017 Win/Loss Analysis Survey have an active Win/Loss program

**26%**

But, only 26% of companies with active programs categorize them as effective



**60%**

60% of companies with effective programs rely on Win/Loss to help improve go-to-market strategy and product positioning

**77%**

77% of key decision makers from companies with effective programs believe that Win/Loss insights are essential for closing new business



Third-party Win/Loss providers allow companies to achieve effective programs so they can understand the **tactics** (why specific deals are won and lost) AND turn those learnings into **strategic insights** to increase win rates