

7 KEYS TO ENGAGING COMPANY-WIDE SUPPORT FOR WIN/LOSS

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Go beyond sales department interests to demonstrate how results can help other functions

1. Build Consensus

Find out what other departments want to know about the customer's decision

- Product
- Service
- Installation
- Functions
- Other factors

2. Keep Interest

Share results that are related to what the department does

- Findings specific to their department
- Competitive Comparison
- Unique selling Points

3. Customize Report

Share results that are related to what the department does

- Tailor points for each department
- Identify key item

4. Celebrate Teams

Don't single out any one salesperson for good or bad – leave that to their management team

- Share successes
- Share learnings, not failures

5. Tailor Data

Segment results by interest group

- Products lines
- Customer types
- Geographic
- Business segment

6. Look to Adapt

Focus on what can change and advocate for change

- What works and why
- How to improve
- What to avoid

7. Show Results

Demonstrate with performance metrics how changes led to higher win rates and revenues

- Track win rates from day one
- Show improvements by performance against the metrics
- Highlight specific examples from improvements

Learn More Today!



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