

Win Loss Analysis Profile

Understanding the report layout

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Opportunity Profile (Software Industry)
Frontell Industries 1

Address 6628 S 5502 W
Bronston, GA 30302

Phone 770-644-6248

Web site www.frontell.com

Revenue \$21.7 million

All figures in US dollars.

Ownership Private

Employees 467

Leadership Sean Donaldson—President

Industry Storage

Products Warehousing and storage

Outcome	7	Loss
Outcome strength	8	Weak
Selected vendor	Kempir	
Decision date	(Sample Report)	

Table 1: Competitive Advantage Score 3

Company	Product	Sales Team	Overall
-5.1	-6.3	-6.0	-5.6

The Competitive Advantage Score is a representation of Tenscon's relative advantage against its strongest competitor in this opportunity, based upon driver scores. -10 = Strong Disadvantage, 10 = Strong Advantage, 0 = No Advantage

Table 2: Most Important Criteria 4

Criteria set	First	Second	Third
Company	Client service	Industry experience	Technology reputation
Service	Overall cost	Functionality	Ability to customize
Sales team	Understanding business needs and compelling event	Product knowledge	Presentation

Table 3: Decision Satisfaction 5

On a scale of 1 to 10, how satisfied have you been with your decision?	5
Would you select Kempir again?	No

Chart 1: Loyalty and Promotion

1 = Strongly disagree, 10 = Strongly agree

Opportunity Overview 9

- Frontell Industries was having latency problems with its data archiving system, prompting it to seek a new provider. It needed a solution that had quick access capabilities and was scalable to new sites, but was also economical.
- In addition to Tenscon, Frontell Industries evaluated Howein Partners and Reconts Systems (the incumbent), with Howein Partners providing Tenscon with the strongest competition in this opportunity.
- The respondent praised Tenscon for its innovation and "lightning-fast" access times, but was less impressed with the training costs of the new system. In the end, however, Tenscon was selected based on its overall ROI and the strength of its technology.
- Howein Partners had a strong solution and an extensive training package, but was seen as being too expensive to be practical.
- Frontell Industries rejected Reconts Systems after testing its new line of solutions and experiencing the same latency issues it had encountered with its current Reconts system.
- Frontell Industries has been pleased with its Tenscon system so far, and would recommend the solution to other companies. However, Tenscon should make sure that communication lines are kept open, as there have been some issues with responsiveness since the implementation.

1. Profile Header

Shows the name of the prospect company for which the opportunity was created.

2. Company Snapshot

Provides context about the prospect and is collected from the interviewee, the company's website or 3rd-party providers such as Hoovers or OneSource.

3. Competitive Advantage

Compares your relative advantage against the strongest competitor in the deal, based on interviewee criteria ratings. On a scale from -10 to 10, scores less than 0 denote a disadvantage, while those greater than 0 show an advantage for you.

4. Most Important Criteria

Displays the influencers for which the respondent ranked as most important to the decision.

5. Decision Satisfaction

Indicates whether you—or your competitor—has successfully delivered for the customer

6. Loyalty and Promotion

Measures how likely you and your competitors will be getting additional business from the customer in the future

7. Outcome Summary

Let's you know whether you won or lost and how strongly, which short-listed vendor was selected, and when the decision was made.

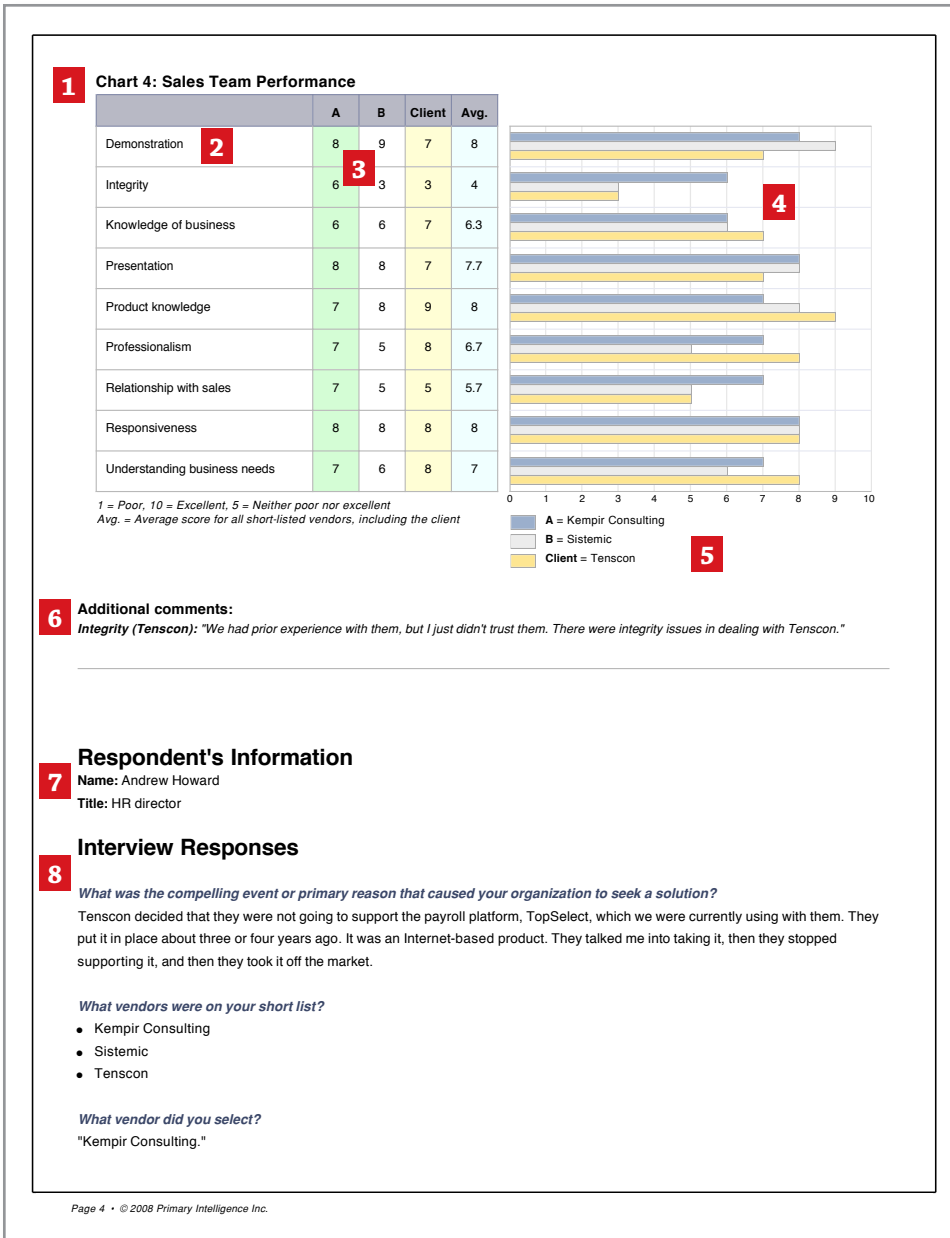
8. Outcome Strength

Combines the influencer ratings, loyalty scores, and decision satisfaction values and assigns a value of "Weak", "Moderate", or "Strong" to the opportunity. You can use the Outcome Strength to assess how close of a win or loss it was—a "Weak Loss", for instance, might suggest that the account is vulnerable to future sales efforts by you.

9. Opportunity Analysis

Primary Intelligence's analysis of the opportunity, summarizing the interview responses and addressing those areas in which you performed well and need improvement.

Second and following pages



1. Chart title

There are between three and four charts for any profile. The three standard charts represent rankings for Company, Product or Service, and Sales Team Performance decision drivers.

2. Chart Criteria

Displays the specific influencers for each of the Company, Product and Sales Team decision drivers on which decision maker(s) will rank the vendors they evaluated.

3. Individual scores

Each company's rating as given by the respondent along with an overall average score for that criterion. Scores range from 1 for "poor" to 10 for "excellent". Five represents "average".

4. Bar chart

A more visual representation of the vendors' performance in each of the measured influencers.

5. Legend

Displays the vendors that were evaluated by the respondent.

6. Additional comments

Any comments the respondent made while rating any influencer, giving a more in-depth explanation of that rating.

7. Respondent information

The name and title of the decision maker(s) interviewed.

8. Interview responses

A transcription of the decision-maker's responses to the interview questions.