



Low Conversion Rates

Hesitation with giving direct feedback to a vendor, poorly asked questions, and antiquated survey methods affect the percentage of buyers who respond to feedback requests.



Data Not Relevant to Sales

The inability to collect feedback from all of your deals causes sales reps to be less likely to apply win loss insights as it's "not their data, not their problem".



Not Enough Data Points

Time, budget, and limited resources make it difficult to collect enough buyer feedback for data driven decisions to be made with confidence.



Cost Prohibitive

Time spend conducting, analyzing, and reporting on win loss analysis becomes expensive to scale and unrealistic for most organizations.



Difficult to Share Results

Identifying and communicating relevant insights across departments in a digestible manner involves manual data manipulation and reporting.



Limited Bandwidth

Win loss analysis is deprioritized or incomplete due to other responsibilities, bandwidth, and time constraints of in-house personnel.

**TRADITIONAL
WIN LOSS ANALYSIS
IS DEAD**

**TRADITIONAL WIN LOSS
ANALYSIS IS A PROGRAM
CONDUCTED IN-HOUSE OR BY
TRADITIONAL WIN LOSS
VENDORS THROUGH MANUAL
PHONE INTERVIEWS, MANUAL
SURVEY PROCESSES, AND
SECONDARY INDUSTRY DATA.**

**Break through the barriers
of traditional win loss analysis
with Primary Intelligence.**

