# Win/loss interview questions

In their simplest form, win/loss interviews help you find out why a sales opportunity converted into a customer or chose a competitor over you, or perhaps chose no one at all. They take the guesswork out of the equation and enable you to understand what is and isn’t working for you – and subsequently make changes to win more and lose less in the future.

The questions you ask during your win/loss interviews will depend on your specific circumstances and should be mapped against the three stages of the buying funnel: awareness, consideration, and decision. To help you on your way, here are some questions to choose from for each.

**Awareness:** This is the stage where the customer realizes they have a problem and begins researching solutions to solve it.

**Consideration:** By this point, the customer has a shortlist of providers and they begin to compare things like features, price and reviews with your competition.

**Decision:** Crunch time. This is the final stage of the customer’s process and where they ultimately decide to choose you, your competitor, or carry on without a solution at all.

| **Buyer persona questions** |
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| * Please share a bit about your role and responsibilities.
* What was your previous experience in this area?
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| **Brand perception** |
| * How and when did you first hear about us? (i.e. webinar, guide, website, product demo, sales calls, etc.)
* What was your perception of us at the start of the evaluation?
* How did that perception change by the end of the evaluation?
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| **Business drivers** |
| * Why were you looking for a new solution?
* What problem were you looking to solve?
* Why now?
* What was your current solution unable to do in support of your needs?
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| **Selection criteria** |
| * What were your top five must-have requirements?
* Which was the most important and why?
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| **Buying process** |
| * How did you go about evaluating providers?
* What were the most important moments in your evaluation process?
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| **Committee** |
| * Who else was involved in the evaluation process?
* Please describe each person’s role.
* Who else in your business advocated for this decision and why?
* Who in the business was against that decision and why?
* Who else was involved in making the final decision?
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| **Resources leveraged** |
| * While researching options, which resources did you use?
* What resources did you wish you had but didn't?
* If you spoke with peers, what kinds of things did they share?
* Which vendor marketing or sales content did you find to be most valuable? What was missing?
* How useful did you find our marketing and sales content? How could they be better?
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| **Solution** |
| * Can you please provide feedback on our solution?
* What are its strengths and weaknesses?
* How did you evaluate our solution?
* Did you participate in a product demo or trial?
* How well would you say our solution aligned with your needs?
* Were you given access to our roadmap? If so, is there anything you think we’re missing? And what excites you most about it?
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| **Competition** |
| * Which vendors did you consider?
* What were their strengths and weaknesses?
* Was there anything notable that they had but we didn’t?
* Where were we stronger than the others?
* Is there anything on our competitors’ roadmaps you found appealing?
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| **Selection** |
| * Who did you ultimately select and why?
* What were the three things that pushed you over the edge?
* What was the winner missing that you wish they had?
* What were the primary reasons you selected/did not select us?
* What could we have done differently to have won your business?
* Do you feel content with the decision you made?
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| **Price** |
| * How much weight was put on the price?
* How did you feel about our pricing?
* If price was not a factor, would you have chosen a different provider?
* How did our pricing compare with the others you evaluated?
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| **Sales** |
| * How would you describe your interactions with our sales team?
* Did you feel like our sales team understood your pain points and needs?
* What could they have done better?
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| **Miscellaneous***Finish off by giving your won customer or lost prospect a platform to get anything off their chest that your previous questions might not have elicited.*  |
| * **[If they didn’t pick you]** Would you consider our solution again in the future? If not, why not?
* Would you recommend us to others?
* Is there anything else you think we should know?
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