[Quarter/Year]



Program overview

Objective

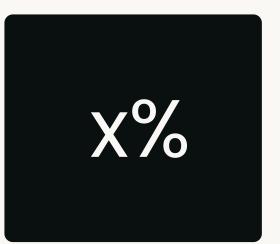
[Brief sentence on the main goal of the analysis (e.g., "To understand key drivers behind wins and losses to enhance product strategy and sales effectiveness.")]

Methodology

 [Bullet points on how the data was gathered, e.g., customer interviews, surveys, and third-party tools]

Executive summary

Win rate



Top reasons for wins

Top reasons for losses

• [Reason 1]

- [Reason 2]
- [Reason 3]

- [Reason 1]
- [Reason 2]
- [Reason 3]

Executive summary

Recommendations

- [Recommendation 1]
- [Recommendation 2]
- [Recommendation 3]

Win rate overview

- **Current win rate** (overall and by quarter if applicable):
- Win rate trend (highlight any changes since the previous period):

[insert graph showing win and loss rates over the last four quarters]

Top reasons for wins and losses

Wins

- [Reason 1 + brief explanation]
- [Reason 2 + brief explanation]
- [Reason 3 + brief explanation]

Losses

- [Reason 1 + brief explanation]
- [Reason 2 + brief explanation]
- [Reason 3 + brief explanation]

[Note any significant shifts in win/loss reasons compared to previous period.]

Customer segmentation analysis

Customer segment	Win rate	Loss rate	Top win factors	Top loss factors
Industry A				
Industry B				
Small businesses (<50)				
Enterprises (500+)				
Technical buyers				
Business buyers				

Customer segmentation analysis

Key insights

Industry preferences: [e.g., Industry A shows a strong preference due to competitive pricing, while Industry B has higher losses due to a lack of industry-specific features.]

Size-based differences: [e.g., Small businesses are our strongest segment with a 62% win rate, likely because they value pricing flexibility and ease of use. Enterprises have a lower win rate at 35% due to longer implementation times and more rigorous requirements.]

Buyer persona impact: [e.g., Technical buyers value integrations and feature robustness, but setup complexity affects conversions. Business buyers prioritize cost-effectiveness but require more advanced reporting tools.]

Customer segmentation analysis

Opportunities for improvement

[E.g., **For Industry B:** Consider developing or marketing industry-specific features to better meet their needs.]

[E.g., **For enterprise accounts:** Streamline the onboarding and implementation process to improve win rates among larger customers.]

[E.g., **For technical buyers:** Explore ways to simplify the setup process or provide additional onboarding support.]

Competitive insights

Top competitors

- [Competitor 1]
- [Competitor 2]
- [Competitor 3]
- [Competitor 4]
- [Competitor 5]

[insert graph showing win/loss rates against each named competitor]

Competitive insights

Why we win

- [Key differentiator/strength]
- [Key differentiator/strength]
- [Key differentiator/strength]

Why we lose

- [Feature gap/weakness]
- [Feature gap/weakness]
- [Feature gap/weakness]

Positioning feedback

[Brief notes on how your value proposition resonated compared to competitors']

Sales process feedback

What went well

- [Positive feedback]
- [Positive feedback]
- [Positive feedback]

Opportunities for improvement

- [Area needing refinement or support]
- [Area needing refinement or support]
- [Area needing refinement or support]



[Quotes to go here]



Product and feature feedback

Top drivers of wins

- [Key feature that won deals]
- [Key feature that won deals]
- [Key feature that won deals]

Top drivers of losses

- [Missing feature that lost deals]
- [Missing feature that lost deals]
- [Missing feature that lost deals]



[Quotes to go here]



Pricing and packaging insights

Pricing feedback: [How pricing influenced decisions, positive or negative]
Packaging insights: [Any feedback on product tiers, packaging, or trial structures]
Suggestions for adjustment: [Any preliminary ideas for improvement]

Customer success & onboarding feedback

Positive early experiences: [Highlights from customers' first impressions post-sale] Challenges or areas of improvement: [Any onboarding challenges reported] Impact on retention: [Early indicators of customer retention or churn potential]

Recommendations & next steps

Product development: [Key feature or functionality suggestions to boost win rates]
Sales enablement: [Specific resources, training, or collateral that could help sales teams]
Messaging & positioning: [Adjustments to better align with customer perceptions]
Pricing & packaging: [Suggestions to test different pricing or product packaging options]
Customer success & onboarding: [Ways to improve early customer satisfaction]

Appendix:

Data & methodology

• Sample size and sources

[Details on how many interviews, surveys, or sources were used]

• Interview methodology

[Brief explanation of how interviews were conducted and data was validated]

Thanks for listening!

Any questions?