



VALEO STRATEGY GROUP®

Critical Insights for Breakthrough Strategies

Discover Why We
are the #1 Choice
for Many of the
Global 2000.

www.valeo-strategy.com | info@valeo-strategy.com | +01.866.GrowWithValeo (866.476.9948)

CASE STUDY: SPUR IMPROVED SALES WITH MORE EFFECTIVE PROPOSALS

In this case study we share how, to win more deals, Win/Loss Analysis can be used to develop more compelling sales proposals.

Understanding Table Stakes vs. Purchase Criteria

A global provider of Food Services was concerned about why they were not selling more. Surveys were conducted by a marketing team and studied a range of current and potential buyers.

However, the findings and recommendations did not ring true to the head of sales, and so they looked to conduct separate research to either confirm or refute the earlier findings.

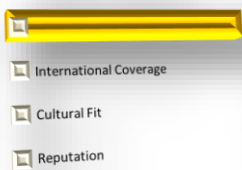
Valeo as a Strategic Partner

Following a series of one-on-one, in-depth, and unblinded telephone interviews with won and lost sales opportunities, Valeo concluded there were two separate sets of criteria buyers use to make decisions, in fact, this is true in most purchase decision processes. The recommendations failed to fully address a buyer's needs for information *at the right time*.

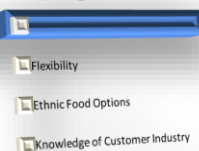
The food service company typically targeted customers from the Global 2000. As such, to even consider a potential seller, buyers were first concerned with a distinct set of table stakes. These included:

- Global capabilities
- Geographic footprint
- Annual revenues
- Cultural alignment
- Brand recognition
- Industry reputation

Table Stakes



Buying Criteria



These factors were critical to any marketing effort, but once invited to the buyer's table, became irrelevant in the purchase-decision process. A central research finding was that the table stakes identified were completely unnecessary and seen as redundant when included in any proposal. They took focus away from the most critical criteria needed to be evaluated at that point. Buyers felt the provider did not understand their needs.

In fact, at this stage of the buying process, they were only interested in the provider's:

- Knowledge of what is unique about the buyer
- Willingness to customize to meet needs
- Empowerment of local teams
- Ability to provide options varying by location
- Quality and knowledge of geo specialties
- Well-executed reference provision process

Why Conduct Win/Loss Analysis Externally?

While Win/Loss Analysis can be conducted in-house, most buyers are more comfortable speaking candidly with an outside firm and appreciate the experience. External providers also capture and evaluate insights differently, and in the context of other sellers' best practices.

Win/Loss Analysis can be a powerful tool to better understand why your organization both wins and loses deals. But, most importantly, it is a tool to view the process from a 360° degree vantage point, including from the corporate strategy, marketing, product development, technology, and sales vantage points. 📍

If your ability to create successful business strategies can be strengthened through the use of customized primary intelligence not found in the public domain, Valeo may be able to support your efforts.

We offer global, in-country, local language primary research services that are customized to your needs.

Our analysis of findings and recommendations are fueled by decades of industry experience.

We have deep expertise in industries such as:

- Chemicals
- Consumer Products
- Education
- Food Industry
- Healthcare & Life Sciences
- Industrial Distribution
- Information Technology
- Insurance & Financial Services
- Manufacturing
- Telecommunications

Strategic Intelligence from Valeo Strategy Group is a powerful tool to ensure your investments yield the strongest ROI. Reach out to us to learn more at:
info@valeo-strategy.com / 866.GrowWithValeo (866.476.9948)

