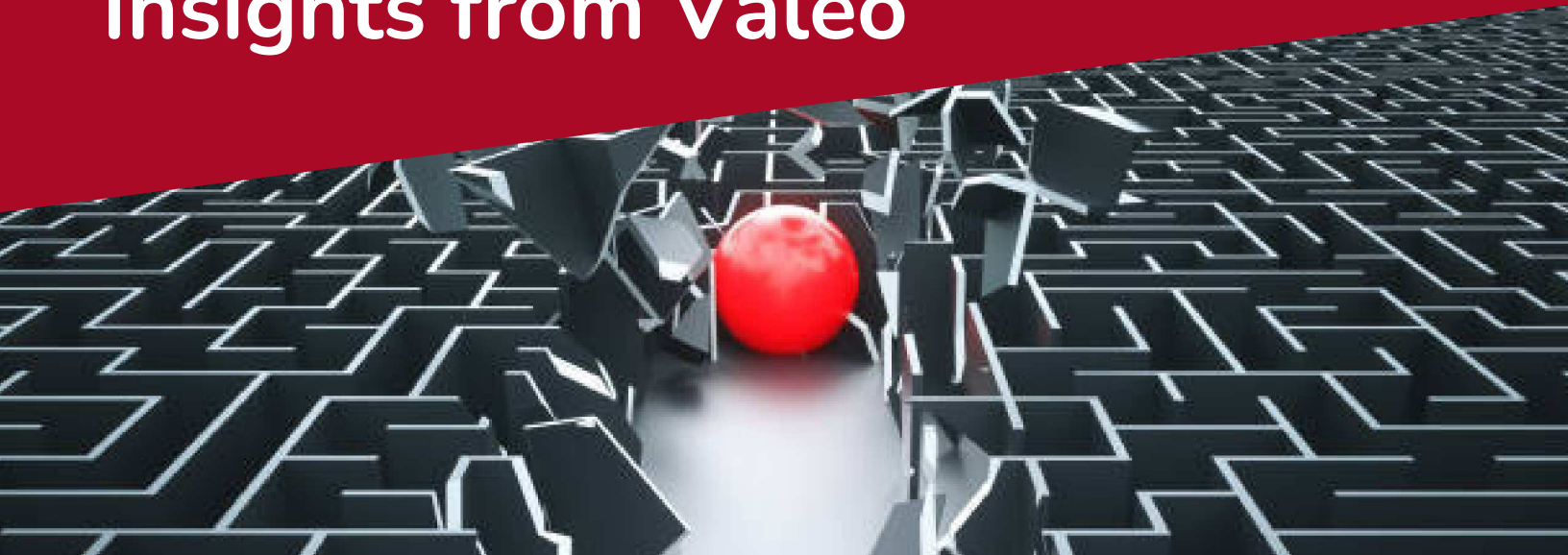


# Close More Large Complex Deals With Insights from Valeo



## Problem

Closing sales of large complex deals requires a keen understanding of many factors. The hard truth is that "price" is rarely the reason for a loss.

In fact, most sales executives do not know why they lose deals, nor does their management. As a result, organizations often find themselves aiming in the dark.

Buyers often play the purchase close to the vest, unwilling to provide the information sellers need to effectively win their business.



## Solution

With more than two decades of Win/Loss research experience, we have learned that the most important lessons come from analyzing sales beyond the individual deal level.

While we report on each individual deal, our analysis of all deals studied often reveals the most valuable perspectives, including more strategic issues

Our process studies every stage of the buying process: From what brought the buyer to market, to how and why they made their choices.



## Results

We uncover why your team wins and loses large complex deals and make recommendations focused how to outmaneuver and outperform competitors

The key is in our ability to develop a deep understanding of your need for intelligence and in our expert insights that help guide you to success.



Critical Insights for Breakthrough Strategies

Learn more about how Valeo fuels your decisions with insightful and immediately actionable primary intelligence.

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