

SITUATION

A mid-sized technology company that sells to commercial banks had recently completed a sales 'blitz' to acquire new clients. The sales push, however, did not meet expectations. Senior management wanted to better

understand why and learn from it for future campaigns. Inquiries of the sales force did not present a clear picture with 'price' most often offered as the reason for customers refusal to switch to our client.

CASE STUDY: SALES WIN / LOSS ANALYSIS



SOLUTION

Line of Sight interviewed sales reps and prospect decision makers about the factors behind their decision. Findings revealed several key factors beyond price that determined the outcome. They also uncovered some sales process breakdowns such as misinterpreted buying signals.

"We were collecting feedback on why we won and lost clients, but it was an internal perspective, so we engaged Line of Sight. The result: We are now achieving the industry's best client retention and acquisition levels, and our market share is

growing."

Vice President, Sales

BENEFIT

The sales management team used the findings to modify its approach in subsequent campaigns with different value proposition messaging, product options and sales strategies. They also integrated the learnings into sales training and shared it with their marketing team.



steves@lineofsightgroup.com
1-888-723-6188
www.lineofsightgroup.com