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Autore	Marcet Rick
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Nota di contenuto	Win/Loss Reviews: A New Knowledge Model for Competitive Intelligence; Contents; Preface; Acknowledgments; Chapter 1: Introduction; Trusting Today's Seller; Listen to the Customer, Too; Driving Scale and Accuracy; A New Approach; Summary; Notes; Chapter 2: Win/Loss Reviews and Business Intelligence; A New Knowledge Model; BI Governance; Providers of Self-Service BI; Pocket BI: Intelligence to Go; From BI to Competitive Intelligence; Summary; Notes; Chapter 3: Why Do We Win or Lose?; Factors Contributing to Wins and Losses; Is a Win Always a Win?; Narratives Provide Additional Context Factor WeightingDo We Learn More from Wins or Losses?; Disengaged Opportunities: What's the Real Story?; Delayed Deals Benefit from

Win/Loss Reviews; Summary; Note; Chapter 4: Capturing the Data; Unlocking Tacit Knowledge; Opportunity Details; Outcome Factors; The Narrative; Accommodating Multiple Languages; Summary; Note; Chapter 5: Surfacing the Insights; Tactical Insights; Strategic Insights; Summarizing the Information; Accountability for Surfacing Insights; Trends and Statistical Evidence; Summary; Note; Chapter 6: Beyond Competitive Insights; Award Programs; Recognition Marketing Case Studies Summary; Chapter 7: Measuring Process and Outcome Performance; Scale Drives Quantity; Quality Drives Value; Value, Expectations, and Policy; Setting Expectations; Policy Considerations; Measuring Outcome Performance; Summary; Chapter 8: Stakeholder and Cultural Considerations; Account Manager; Sales Manager; Product Manager; Marketing Manager; Corporate Leadership; An Emerging Career Skill and Role Requirement; Corporate and Leadership Culture; Culture and Social Networks; Social Media Paradigms; Summary; Notes; Chapter 9: Implementing a Win/Loss Review Program Establishing Business Goals and Objectives Planning Phase; Elicitation, Documentation, and Review Phase; Gathering Insights from Current Tools, Processes, and Documents; In-Person/Group Input; Concerns and Issues; Consolidation and Publication of Results; Managing Phase; Design, Develop, Implement, and Support; Training and Guidance; Summary; Note; Conclusion: A Look Forward; Appendix A: Process Improvement: A Case Study; Background; Problem Statement; Hypothesis; Approach; Define Phase; Voice of the Customer; Stakeholder Analysis; Measure Phase; Analyze Phase; Improve Phase; Control Phase Results Note; Appendix B: From the Blogosphere; On Whether Sales Teams or Customer Interviews Provide Most Insights; Effect of Social Networking on Win/Loss Reviews; What Win/Loss Reviews May Reveal Beyond Pricing Issues; Win/Loss Review Process Improvement; Appendix C: Software and Services for Win/Loss Review; Software Solution; Partner Profiles; Glossary; About the Author; Index

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## Sommario/riassunto

"An essential guide to establishing a competitive position by learning from past deals Dealing with tapping into one of the most underutilized sources of business intelligence?the collection of opportunities that have gone through sales processes?this book provides a proven methodology to winning sales via strong business intelligence. Explains how to strategically look at deals Examines how to cut through the various biases that take place when a deal is completed Presents independent perspectives from some of today's leading thinkers on the way IT innovations are transforming how organizations operate and how people work Showing how every company can achieve success through their business intelligence?the win/loss records of their deals, Win/Loss Reviews presents a methodology for reviewing sales wins and losses so that better performance and customer satisfaction can be accomplished"--

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