

1. Record Nr.	UNISA996383968203316
Autore	Blackburne Robert, prisoner in Newgate
Titolo	The most sad and deplorable case of Robert Blackburne, John Bernardi, Robert Cassills, Robert Meldrum, and James Chambers [[electronic resource]] : Humbly presented to the Parliament of Great Britain
Pubbl/distr/stampa	[London, : s.n., 1715?]
Descrizione fisica	1 sheet ([2] p.)
Soggetti	Actions and defenses - England Imprisonment - Great Britain
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Reproduction of original in the British Library.
Sommario/riassunto	eebo-0018

2. Record Nr.	UNINA9910830848803321
Autore	Marcet Rick
Titolo	Win/loss reviews : a new knowledge model for competitive intelligence // Rick Marcet
Pubbl/distr/stampa	Hoboken, New Jersey : , : John Wiley & Sons, Inc., , 2011 ©2011
ISBN	1-118-10260-6 1-119-20238-8 1-283-17692-0 9786613176929 1-118-10258-4
Descrizione fisica	1 online resource (226 p.)
Collana	The executive leadership series
Classificazione	BUS043000
Disciplina	658 658.4/038
Soggetti	Marketing - Evaluation Business intelligence Strategic planning Competition
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
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 StudiesSummary; 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 ObjectivesPlanning 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
ResultsNote; 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

Sommario/riassunto

"An essential guide to establishing a competitive position by learning from past dealsDealing 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"--
