Do you want to win and retain more business? Do you want to nail your competition?

Not only do businesses want to survive, they want to thrive. In today's highly competitive market, there are four essential questions that must be asked … and answered. Do you know:

- **When you win deals … why do you win them?**
- **When you lose deals … why do you lose them?**
- **When you get new customers … why do you?**
- **When existing customers abandon you … why do they?**

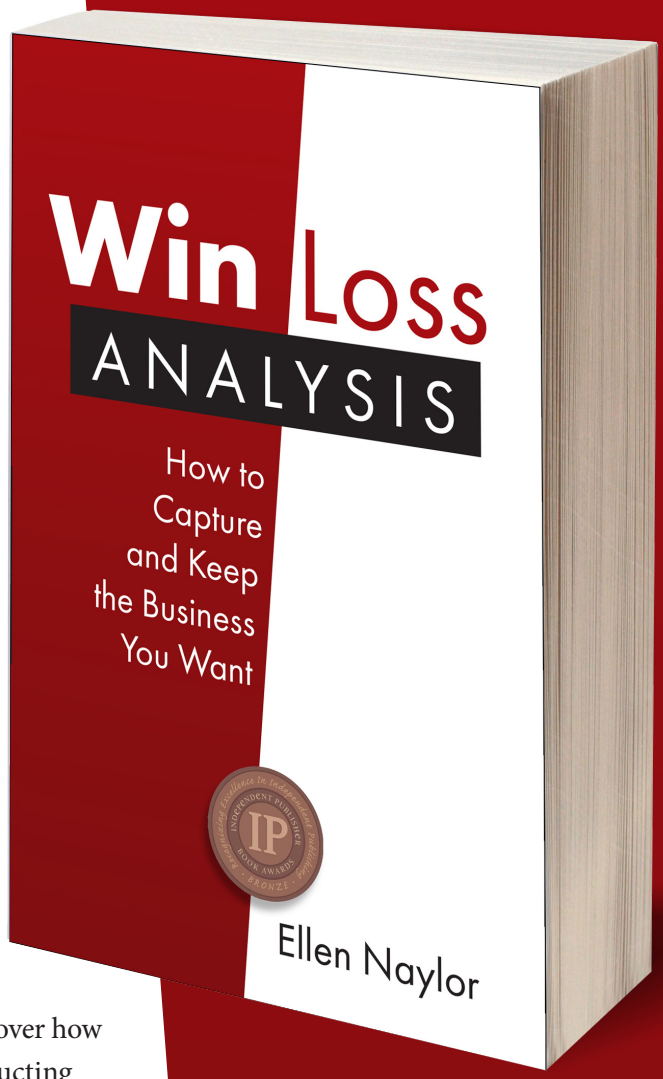
If you don't ask your customers and former prospects, you won't discover the true reasons of the *why* and *why not* of what works and what doesn't.

If your company is struggling, losing its visibility or failing in growth projections, you need **Win/Loss Analysis**. Woven throughout are steps to gather and implement competitive intelligence, customer insight and strategic panache.

With the guidance of **Win/Loss Analysis**, you will discover how to remove the guess work, and gain more business by conducting Win/Loss interviews with your customers and former prospects.

For two decades, Win/Loss expert Ellen Naylor has guided executives and managers to world-class results with her unique 12-Step Win/Loss process. Now you will get her inside tips and secrets to lead your organization to the same.

Can you and your company afford NOT to do Win/Loss analysis?



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Ellen Naylor is one of America's pioneers in competitive intelligence (CI) and Win/Loss analysis. Her passion for Win/Loss analysis stems from her extensive sales experience, where she learned that customers and those who chose the competition were a real-time source of competitive, product and market insight. She is the founder of The Business Intelligence Source.

www.EllenNaylor.com