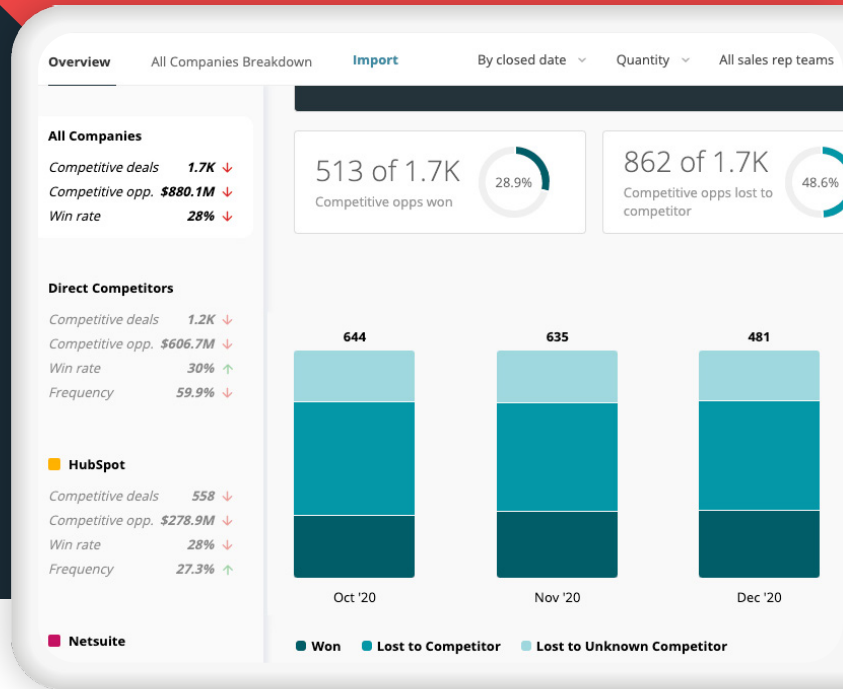# Sales Win / Loss Analysis

We just made **it easier** to drive more revenue.

Greater Visibility. Deeper Insight. Higher Win Rates.

Overview

Kompyte is pleased to deliver more value to our customers by taking the guesswork out of understanding your sales team's competitive wins and losses. As part of our advanced analytics and insights engine, our Sales Win / Loss Analysis enables marketing and sales teams to gain more visibility into sales dynamics and effectively position them to win more competitive deals.

Our Analytics and Insights Engine drives deep, actionable insight into competitive win rates across your pipeline, allowing go-to-market teams to understand what works well and what doesn't in the sales process, and enable the entire sales team accordingly. No more ad hoc, anecdotal information shared during sales team meetings. All win / loss analysis information is collected, analyzed, organized and distributed in a unified manner to empower a consistent, efficient sales machine to drive higher win rates.

Why You'll Love Kompyte Win / Loss Analysis

- **Visibility** – Unlock unprecedented visibility and pinpoint where your sales team is winning and losing deals. Facilitate deep, automated analytics into a broad spectrum of sales metrics from your CRM to see what areas are ripe for optimization, from messaging, to process, to product functionality.

- **Consistency** – Create a consistent cadence of sales deal analysis, delivered to every stakeholder when the information is needed most. No more ad hoc, incomplete insight sharing via multiple channels that may or may not make it to the right teams.

- **Deep Analysis** – Employ advanced analysis that delivers the broad and deep actionable intelligence to your key GTM teams. Allow technology workflows to shoulder the load of sales deal investigation in a cost effective, hyper efficient manner.

- **Ease of Use** – Enjoy a simple interface and minimal steps to import CRM data, and let the system do the rest. From analysis to report generation and delivery, you can focus on other mission critical initiatives and reap the benefits of the outputs, including the ability to automatically import the report finding directly into sales battlecards.

EALS	COMP. OPPORTUNITIES	WIN RATE	WIN/LOSS RATIO	FREQUENCY
2K	↓ $606.7M	↑ 30.1%	↑ 1.0	↓ 60%
58	↓ $278.9M	↓ 28.5%	↓ 1.2	↑ 30%
02	↓ $250.3M	↓ 28.5%	↑ 1.3	↑ 20%
67	↓ $223.1M	↑ 31.5%	↑ 1.5	↓ 20%
0	↓ $68.2M	↑ 36.4%	↑ 2.1	↓ 10%

Competitive Deals ↓ **1.7K**

Competitive Opportunities ↓ **$880.1M**

Win Rate ↓ **28.9%**

d date · Quantity · All sales rep teams · Monthly · Oct 1, 2020 - Dec 31, 2020

Sort · List · Grouped

Enable Sales Win / Loss Insight with Critical Information Including:

- Analysis across entire pipeline - Number and percent of competitive deals, overall $$, win rate / loss rate, by sales rep, by product, loss reasons

- Analysis by competitor – Number of deals against competitor, overall $$, win rate, frequency of appearance in sales pipeline, by sales rep, by product, loss reasons

- Competitive opportunities lost to unknown competitors - To ensure appropriate content asset creation and enablement

- Sales rep battlecard content and engagement correlation to sales win / loss rate

- Deal cohort analysis to track long term sales improvement

Why Your Sales Teams will Love Kompyte Win / Loss Analysis

Information at Their Fingertips

Your sales team will receive comprehensive, yet easy-to-digest summary reports of their key sales deal insights delivered right to their inbox, at a cadence they choose.

Eliminate the Guesswork

Deep insight will allow them to better understand what is effective and what isn't when in competitive sales engagements, and target the areas for improvement.

Improve Win Rates

Better insight drives better enablement and sales engagements by identifying and proactively addressing competitive threats or opportunities early in the sales process, thus enabling higher win rates.

Visit Kompyte today at www.kompyte.com and sign up for a free trial of the Kompyte Competitive Intelligence Platform to see how we can help you gain that competitive edge in your market and drive more wins.

Kompyte's competitive intelligence automation platform simplifies the process of competitive tracking across the broadest spectrum of digital channels, helping customers gain and deliver deep, strategic insights and rise above the noise in crowded markets. Kompyte provides customers tools to drive better messaging, positioning, product development and revenue capture.

Learn more at
www.kompyte.com

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