## P S P

# Peer Survey Professionals

Competitive Win/Loss Analysis

#### Peer-level

All PSP interviews are conducted by executive-level industry professionals. We put customer executives at ease and get them to talk.

### Confidential

PSP's confidential interviews get you the most candid and unbiased customer feedback.

### Predictive

Win/loss that merely tells you what happened in the past is incomplete. PSP turns win/loss into a powerful tool to shape the future. PSP finds out how and why your customers make their competitive decisions and shows you the specific actions that will help you win you more business in the future.

Lost deals are expensive. Our clients report sustained improvements in win rates from 10-30% by focusing marketing on their strongest suits, implementing sales tactics that counter competitors' claims, and closing product gaps that cause lost deals.

Conventional win/loss stops with an analysis of what happened in the past. PSP analytics forecast the revenue impact of competitive changes in the future—and help you optimize the competitive impact of your product and marketing investment.

Make PSP your partner for improved competitive performance.

#### **PSP DELIVERABLES**

#### Verbatim Interview Transcripts

You get a "fly-on-the-wall" perspective of two executives discussing why you were or were not selected. You will find out what customers really think about you and your competitors.

#### **Executive Analysis** and PSP Builder analytics

PSP consultants deliver and present a detailed executive analysis of what we learned and our recommended actions that will address your weaknesses, push your strengths, and increase customer satisfaction.

You also receive PSP's competitive analysis software-preloaded with your interview transcript data-and ready for your own diagnostic and predictive analysis using PSP's WhatifiTron™ competitive forecasting technology.

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- Summary of key points: Active win over Jupiter and Mercury at a state government taxing department for \$32M. Active won this very close contest by being less expensive and more flexible than
- as very responsive to the client: Tid say, has been very responsive, so Tid ove them a or with a higher price point compared to Mercury but less than Jupiter: of the job. 1 still dgr[] like the price, particularly, but it was what was evaluable, and we wanted to

PSP Enterprise

- ain concern was with the Active partners: 'W been responsive to addressing those concerns. So, they stance, they've been able to do so and be quite respons Active and Jupiter are very good at unders
- e this business are the point or no applications, and so on. Vendor #2 (Jupiter) did, an indor #3 (Active) had relevant stiff for us to look at, a final most name of comparison, and so forth."
- Jupiter was the highest priced vendor: "(Jupiter) was very high, but not particularly on (Jupiter) is a very large company with high overhead. They would have cost \$200 more using yo \$1000. Litimately there was, I think, about a \$2 million round figure price differential. [Making million compared to \$32 million P.
- ury was unable to really understand what the customer wanted, and it sho life proposal: "I hought their (lifercury) proposal was significantly decient as compared to the the life intervent able to describe have to us their understanding of their ward house to appear IF propositi, "I hough the" (Mency) processitives applicative shorter as compositive to the provide state of the state anding of what we're trying to just didn't get our strategy a
- ever brought subject matter experts with them to the custom ever brought any technical experts with them. They only had sales reps in the it to someone but up had to evalue the meeting over the phone. It was not
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- $\checkmark$ PSP's executive interviewers flexibly uncover the key criteria used to make the decision. Unexpected issues are captured and investigated in depth.
- $\checkmark$ Identifies competitors' strengths and weaknesses—as well as your own.
- $\checkmark$ Detailed discussion of business and technical reasons behind the decision gives you the insight needed to take corrective action in the future.
- $\checkmark$ Executive report at the top summarizes the key issues with supporting quotes.
- $\checkmark$ Full transcripts show all customer comments in context.



- The PSP WhatifiTron forecasts the revenue impact of changes that you or  $\checkmark$ your competitors might make in the future.
- $\checkmark$ Statistical analysis distinguishes between issues which are significant and those which are merely anecdotal.
- Instantly drills down from any identified theme into supporting customer quotes-essential for you to understand the details behind the issues and plan actions in response.
- $\checkmark$ Automatically generates Microsoft PowerPoint slides for custom presentations.

