



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.

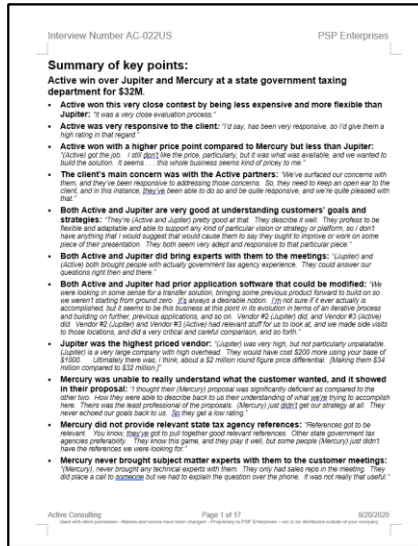
Lost deals are expensive. Our clients report sustained improvements in win rates from 10-30% by focusing marketing on their strongest suits, implementing sales tactics that counter competitors' claims, and closing product gaps that cause lost deals.

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.

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.

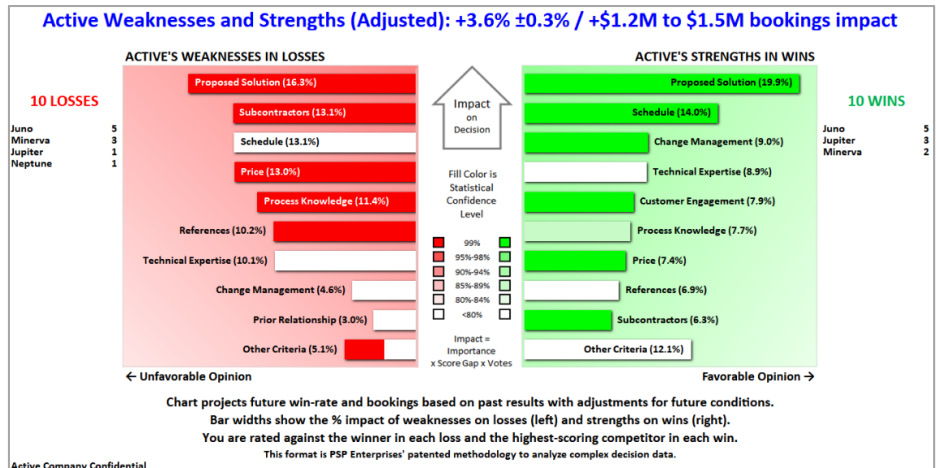


- ✓ PSP’s executive interviewers flexibly uncover the key criteria used to make the decision. Unexpected issues are captured and investigated in depth.
- ✓ Identifies competitors’ strengths and weaknesses—as well as your own.
- ✓ Detailed discussion of business and technical reasons behind the decision gives you the insight needed to take corrective action in the future.
- ✓ Executive report at the top summarizes the key issues with supporting quotes.
- ✓ Full transcripts show all customer comments in context.

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.



- ✓ The PSP WhatifiTron forecasts the revenue impact of changes that you or your competitors might make in the future.
- ✓ 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.
- ✓ Automatically generates Microsoft PowerPoint slides for custom presentations.