



PARIS TRUDEAU
M A R K E T I N G G R O U P

“Vendor G”

Sampling of Win-Loss Deal Research



Research Methodology

- Phone-based interviews with existing customers
- Interviewee was aware that research was conducted by an independent research agency. This approach encouraged open feedback.
- $n = 15$

Executive Summary

- Vendor is perceived as a market leader with a positive reputation
- Prospects are satisfied with sales team interactions and competency
- Director of Security and Security Architect are core decision makers, and they heavily leverage RFPs in their decision-making process
- The product is perceived as too technical and is not intuitive for the user
- Overall value for the price is considered too high compared to the competition
- Common trend across research group:
Services are not a key factor in the selection criteria
Services are either not understood or not positioned as visibly as the product

Thank you.

