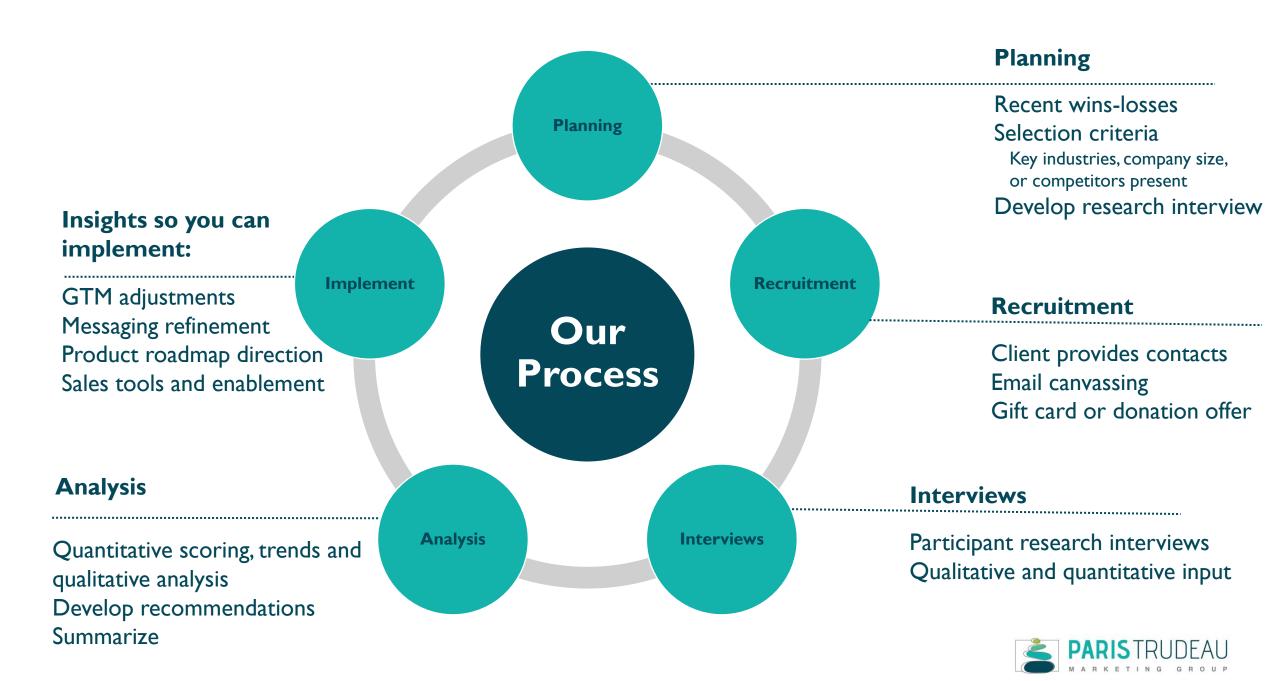# PARIS TRUDEAU

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Win-Loss Research Services

What Does Win-Loss Research Tell You

- Why am I winning or losing?

- How can I increase my win rates?

- How can I increase my customer satisfaction and retention rates?

- What are the key factors in making a purchase decision?

- What is my brand perception?

- Which of my product messages are compelling? Why?

- Do my prospects evaluate competitors? Which ones?

- What product improvements are most important for our roadmap?

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Planning
- Recent wins-losses
- Selection criteria
  - Key industries, company size, or competitors present
- Develop research interview

Recruitment
- Client provides contacts
- Email canvassing
- Gift card or donation offer

Interviews
- Participant research interviews
- Qualitative and quantitative input

Analysis
- Quantitative scoring, trends and qualitative analysis
- Develop recommendations
- Summarize

Insights so you can implement:
- GTM adjustments
- Messaging refinement
- Product roadmap direction
- Sales tools and enablement

Our Process

Planning

Recruitment

Interviews

Analysis

Implement

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Gain Strategic Research Insights

Executive Summary

Explains why you win and lose

Quantitative Analysis

Slices interview data by the various demographics (product, evaluation experience, etc.) and provides analysis and recommendations

Qualitative Analysis

Examines research trends across each criterion so you can quickly identify what's working well and what areas need improvement

Deliverables

- Comprehensive analysis report
- Summary "read out" presentation

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Why engage **PTMG** for your research?

Experienced researchers

We're skilled at engaging research participants to uncover accurate, useful input.

Deep-dive analysis

We understand the win-loss research nuances for high-tech products.

Powerful insights

We provide actionable findings backed up by solid data, trends, and customer experiences.

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Thank you.

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