

Blackblot® PMTK

Win/Loss Analysis

Report



Blackblot®
Product Management Expertise™

<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>

Product Name: <Enter product name>

Date: <Enter creation date>

Contact: <Enter contact name>

Department: <Enter department name>

Location: <Enter location>

Email: <Enter email address>

Telephone: <Enter telephone number>

Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

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1. Introduction

1.1. Document Objective

The purpose of this document is to present sales process and product-oriented recommendations and data derived from unbiased feedback from company employees and customers involved in the sales effort and buying decision process after winning or losing a deal.

<Comment: Win/Loss Analysis is a process whose output helps to improve both products and sales functions.>

2. Win/Loss Analysis Report Form

2.1. Section Objective

This section describes the information obtained during Win/Loss analysis interviews and the resulting conclusions.

2.2. Win/Loss Analysis Report Form

Information	Details
Customer's Perception of Company	
Customer's opinion of the company:	<Enter text.>
Customer's opinion of the products:	<Enter text.>
Customer's opinion of the sales process:	<Enter text.>
Customer's key buying decision factors:	<Enter text.>

Customer's Perception of Competition	
Customer's opinion of the competition:	<Enter text.>
Customer's opinion of the competing products:	<Enter text.>
Customer's opinion of the competitor's sales process:	<Enter text.>

Analysis and Results	
Overall assessment of the company's customer engagement process:	<Enter text.>
Relevant conclusions:	<Enter text.>
Resulting recommendations:	<Enter text.>
Action items:	<Enter text.>
General comments:	<Enter text.>

3. Supporting Data

3.1. Section Objective

This section provides data supporting claims, assertions, assumptions, and statements made throughout this document.

3.2. Assumptions

<Describe any assumptions made while preparing this document.>

3.3. Research Information

<If relevant, describe and list the type and scope of research conducted while preparing this document.>

3.4. Product Diagram/Architecture

<If relevant, describe the product's architecture and modules accompanied by a schematic diagram.>