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Win / Loss Reviews: A New Knowledge Model for Competitive Intelligence (Microsoft Executive Leadership Series)

Rick Marcet
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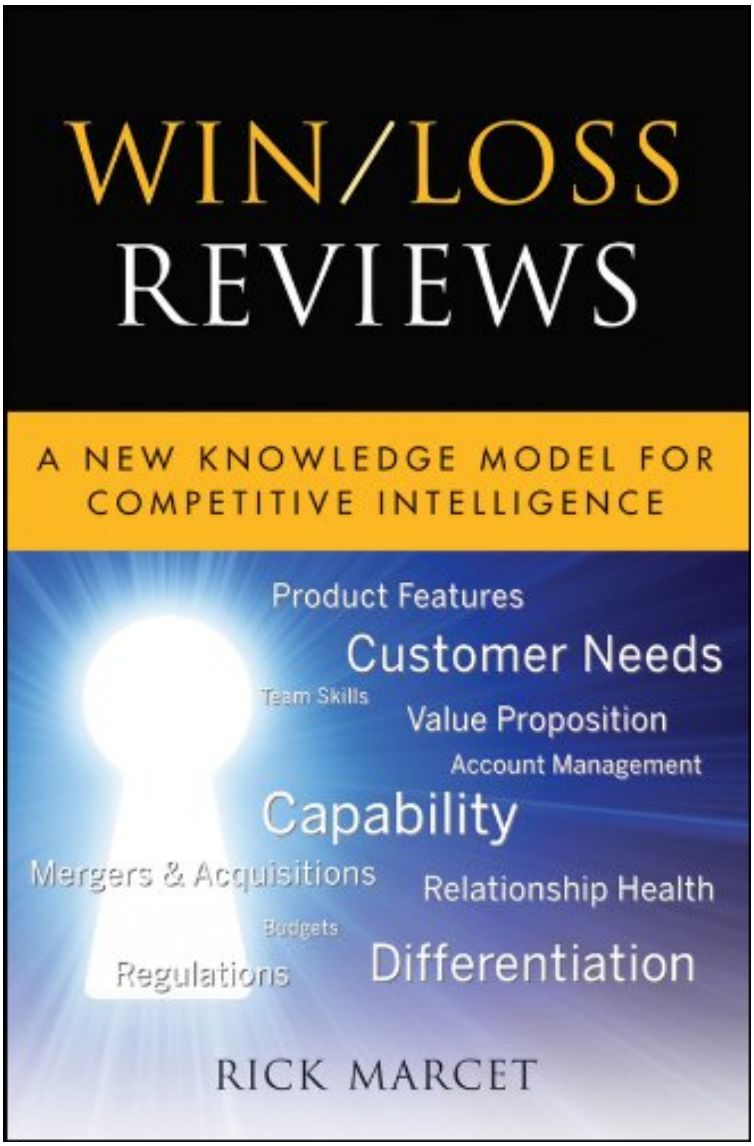

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Rick Marcet : Win / Loss Reviews: A New Knowledge Model for Competitive Intelligence (Microsoft Executive Leadership Series) before purchasing it in order to gage whether or not it would be worth my time, and all praised Win / Loss Reviews: A New Knowledge Model for Competitive Intelligence (Microsoft Executive Leadership Series):

3 of 3 people found the following review helpful. Seller based WIN LOSS Reviews from a practitioner who knowsBy Andrew Beurschgens, a passionate BlackBerry userThis unique and authorative text from the Microsoft Executive

Leadership Series focuses on gaining actionable competitive insights through the scalable process of quickly and effectively capturing win and loss information from those directly on the front lines who have the clearest view of the action - the sales force. To that end Win/Loss Reviews - A New Knowledge Model for Competitive Intelligence turns a classic competitive intelligence approach on its head on so many levels for many a practitioner or sales professional to implement for the first time or fine tune. Firstly it has been written by a practitioner that has been there and done that for his employer, Microsoft. Secondly, Rick Marcet's background is sales and the approach in the book is to build the process around the seller for the primary benefit of the seller, understanding the psyche of sales and leveraging the phenomenon of crowd wisdom, where everyone in sales can benefit from peer insights. Thirdly the text provides an adaptable blueprint for B2B businesses to implement a programme for themselves as an adjunct to best in class sales or as a rasion d'etre for CI programmes. Rick manages to integrate sales and CI practitioner perspectives in such a complimentary, win-win manner that this easy to follow text expertly combines theory and practical execution for a step change in both sales and competitive performance.1 of 1 people found the following review helpful. Gain Early Warning and Real-time Intelligence from Sales Generated Win/Loss ReviewsBy Ellen NaylorThis is the first book I have read on win loss where Sales is the primary executor of this process. After all, Sales is the best source for sales intelligence as no one is more directly connected with your company's customers. This is also the first book I have read where a company is using technology to collect customer intelligence from Sales which includes wins and losses.Win Loss Review is real-time intelligence collection from selected sales events. It provides Microsoft sales, marketing and product mangers with early warning intelligence like no other win loss process out there. While there is incredible value from deeper interviews of your customers by a neutral third party, there is delay both in execution and the time to assemble good analysis, and to get it to the right people.Rick describes how he established a scalable win loss process using technology that hangs off Microsoft's sales force management system. This makes it easy for Sales to input their data, no more than 15 minutes per case.I particularly appreciate the psychological aspects Mr. Marcet weaves throughout this book to engage Sales as so many in marketing and competitive intelligence fail to motivate Sales to share!* Sales is the primary beneficiary of these win loss reviews and the cumulative database, and they know it. After all they helped design the system.* Sales highly values peer-to-peer interaction, which this database of sales and customer intelligence facilitates.* Conducting win loss reviews is part of the sales process and is considered an "advanced" sales skill.* Rick also created an APP so Sales can tap into this intelligence on the fly from their Smartphones. Wow, talk about powerful and "for Sales."* Win loss input is essential to be considered for various rewards and recognition at Microsoft.However, Sales is not the only beneficiary of this real-time and cumulative win loss database at Microsoft. Product management, product development, executives, and marketing can all tap into the collective "crowd wisdom" from this database, to help them make better decisions with timely information.Just in case you are skeptical about Sales' bias in reporting (We win because we're great. We lose due to price.), Mr. Marcet has factored these biases within his database algorithms.Kudos to Rick Marcet for developing this process to capture valuable customer and competitive intelligence directly from Sales! This book is a must read for anyone in sales management, marketing especially customer insight, and competitive intelligence.0 of 0 people found the following review helpful. Take your Competitive Intellegence Program to the Next LevelBy RJ BrownIf you are looking to take Competitive Intelligence in your sales organization to the next level, this is the book for you. Rick Marcet brings his years of experience at Microsoft to lay out a blueprint for collecting the VOC of the people who are closest to your customers, the front-line sellers. Rick clearly lays out how to collect and manage this incredible information resource and turn it into real, practical feedback that will benefit your entire organization and most importantly back to the front-line sellers themselves. As a bonus, Rick presents the entire Six Sigma DMAIC process that was utilized to promote and implement this highly successful program at Microsoft. A must read for anyone in Sr. Leadership, Marketing, Product Management, Sales Management/Operations or IT CRM Program Management. You will not be disappointed!

An effective framework for strengthening competitiveness by learning from past deals and applying insights derived from them. Every sales opportunity, whether won or lost, has useful nuggets of information that can be harvested and used to improve performance. When those pieces of information are aggregated, analyzed and made available for all to use, the organizationrsquo;s competitive position is greatly enhanced. Reveals how to turn field sales teams, a mostly underutilized resource, into net producers of competitive intelligence Exposes new and unconventional approaches for gathering and democratizing sales insights for a broad stakeholder audience Presents a proven knowledge sharing model that is being adopted by major companies worldwide Win/Loss Reviews shows how every company can improve top and bottom line performance by systematically capturing the key insights from deals that have been won, lost or delayed. nbsp;While the book talks to decision makers and business strategists, the principles and disciplines explored are aimed at bridging the flow of competitive intelligence between sales and marketing, simultaneously providing insights and line-of-site to the dynamics affecting business performance.

An effective framework for strengthening competitiveness by learning from past deals and applying insights derived from them . (Ad-Hoc-News, November, 2011)From the Inside FlapIn Win/Loss s, Rick Marcet reveals a new

knowledge model that taps into one of the most underutilized sources of business and competitive intelligencemdash;your sales staff. But this book isn't about Sales 101. It deals with empowering and encouraging your sales force to extract the most they can from their sales opportunity outcomesmdash;whether won or lostmdash;to cull valuable strategies, insights, and opportunities from every sale, and capitalize on every opportunity, every conversation, every call. It's about leveraging the competitive intelligence right under your sales force's nosemdash;what customers are saying about their needs, which tactics the competition is using, and how your products could more effectively support the customer's strategic vision. Cutting through the biases that lead you to believe that you win because of great sales skills or lose deals because of price, Marcet reveals the factors that can truly affect the outcomes of deals and offers a systematic and institutionalized way of capturing and sharing real-time information that complements corporate marketing research studies, competitive intelligence reports, and customer surveys. Want to protect your company from competitive threats encroaching in all areas of your business? Through quickly and effectively capturing competitive win and loss information from the sales force at the front lines with the clearest view of the action, your company will achieve "crowd wisdom"mdash;a grassroots, bottom-up approach of gathering micro-intelligence to harness the most accurate, relevant, and practical insights to benefit your company's stakeholders. Win/Loss s is built around practical foundations and real-world examples, with insight into how technology and social media are enabling intelligence to proliferate and be accessed where and when it is needed. Its hard-won wisdom lets you in on field-tested, practical information you can use now to make every sales callmdash;even the not-so-great onesmdash;a true win.From the Back Cover"Companies that optimize their processes and use available technologies outperform their competitors. Win/Loss s beautifully illustrates the capability of integrating information and process flow between sales, marketing, and business leadership." mdash;Mark Mueller-Eberstein, CEO, Adgetec Corp., bestselling author of Agility and coauthor of No Fear "This win-loss framework provides an invaluable bridge between sales, product groups, and marketing. Implemented effectively, it is a finger on the pulse of the sales motion and provides direct line-of-sight visibility of sales activities to all departments chartered with refining the sales strategy."mdash;Emeline C. Espinet, Senior Director, Cloud App Delivery Group, Citrix Systems, Inc. "A key organizational enabler of most successful strategic account management organizations is the facilitation and encouragement of efficient knowledge exchanges amongst account managers. Rick Marcet's book, Win/Loss s: A New Knowledge Model for Competitive Intelligence, is a great source of best practices on the subject and focuses on the audience that needs it most: the front lines."mdash;Bernard Quancard, President and CEO, Strategic Account Management Association "Learn how to gather actionable sales intelligence by applying Rick Marcet's groundbreaking win/loss model that feeds DIRECTLY from the sales force in real time! This is a revolutionary win/loss process upgrade that is a must-read for ALL competitive intelligence and marketing professionals." mdash;Ellen Naylor, President and CEO, Business Intelligence Source "This book shines light on an important source of intelligence that is often overlooked or ignored by most sales organizations to consistently and systematically improve sales."mdash;David Marcum, coauthor of Egonomics and cofounder of G5 Leadership