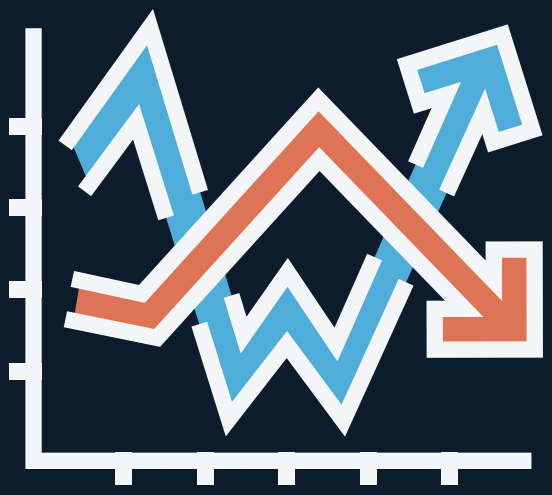
5 STRATEGIES TO

INCREASE YOUR WIN/LOSS RATIO

How top-performing sales teams turn uncertainty into their sharpest competitive advantage.



"Uncertainty has an upside — it always does."

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Why Most Teams Are Measuring The Wrong Thing

Sales is a challenge right now, and for most companies and sales professionals their win ratio has been on a steady decline. Everything from the complexity of how their customers make decisions, to the increase in competition, to the level of uncertainty in the marketplace are negatively impacting the win/loss ratio.

According to the ***GTM Benchmarks Report***, more than 78% of sellers missed their quota just last year, and as the shifts in the marketplace continue the stress of keeping the pipeline full can be overwhelming. It's time to turn things around.

First and I think most importantly, stop treating the win/loss ratio like a scoreboard. The percentage may technically tell you the number of deals you are winning and losing, but the real value is in the data itself. Knowing you're not winning as many deals as you used to is helpful, but knowing analyzing and knowing why those deals are slipping is invaluable. And that's how you turn your win/loss ratio around.

The **five strategies** below help you analyze what is going into that data, what the trends mean and how to increase your win/loss ratio:

1 Diagnose Before You Pitch

The number one deal-killer isn't your competitor — it's ambiguity in the buyer's mind about whether change is worth the risk. Reps who lead with product before they've surfaced the buyer's real uncertainty lose to reps who don't, even when the product is weaker.

TRY THIS → *With every deal in your pipeline, write down the specific risk each buyer is weighing — budget risk, career risk, execution risk. And then brainstorm how your product or service can mitigate or remove that risk. Then create the questions you will use to uncover with each customer which risk they are most concerned about.*

2 Sell Against the Real Competitor: Status Quo

In most lost deals, the winning "competitor" was never another vendor. It was the buyer choosing to do nothing. Teams with strong win/loss ratios build a business case against inaction, not just against their competitor.

TRY THIS → *Analyze and research every customer in your pipeline and define their cost of doing nothing, of making no decision. Then work this into every sales presentation, whether your customers asks you about it or not. If you want to increase your win/loss ratio you have to show the customer, you know their cost of doing nothing.*

3 Multi-Thread Every Deal, Not Just the Big Ones

Single-threaded deals — one champion, one contact — are the single biggest predictor of a loss, especially when that champion faces their own uncertainty about job security or budget authority.

TRY THIS → *Set a rule: no deal moves to proposal stage with fewer than three engaged contacts across two divisions of the company. Divisions that will use and be impacted by your product or service. Crate a strategy of how you will get the introductions, network and engage with those contacts.*

4 Sell from a Place of Power

You need to qualify the customer not just the opportunity. In other words, strengthening your sales/win ratio comes down to selling to the right prospect. A prospect who has budget, can make a decision and has real urgency.Invest effort in the right prospect and you'll stop losing time on deals that you could never win.

TRY THIS → *Use your top 10 customers to create a list of top 10 qualifiers for prospects. The themes, traits, and characteristics of your top 10 clients, will tell you what you're looking for in the right prospect. Never let anyone in your pipeline who does not meet six of your top 10 qualifiers.*

5 Debrief Every Deal - Especially the Wins

Most teams only autopsy losses. That means they never learn what specifically worked in a win versus what the buyer would have bought anyway. Teams that debrief wins with the same rigor as losses improve their ratio fastest, because they can actually repeat what's working.

TRY THIS → *On every deal, one you lost or one you lost. Do a quick SEEDs, WEEDs, NEEDs – SEEDs -ask what worked, what do you need to do more of; WEEDs – ask what did not work?, what do you need to stop doing?; and lastly, NEEDs – what could you have done, what enhancements can you make?*

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"Uncertainty has an upside — it always does. The teams who win more often aren't avoiding it. They've built a process for using it."

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