# How This High-Tech Company Increased Win Rate By 16% in less than 90 Days.

## CLIENT

A High-tech company with high growth ambitions.

## CHALLENGES

This Hi-tech company was struggling to stay profitable, having missed revenue projections for three quarters in a row because they couldn't close new deals. And expectedly, investors weren't happy.

## SOLUTION

To turn things around, they turned to Never Lose The Deal for a comprehensive win-loss analysis. We examined the teams, product categories, customer types, geographical locations, industry verticals, time factors, and reasons to discover:

- Where they were winning and losing – their biggest wins were in Distribution and retail and their biggest loss was in healthcare.
- Why they were winning and losing – their high pricing was the major reason why they lost deals.
- When they were winning and losing
- Who was winning and losing
- What they were winning and losing.

## KEY ACTIONS

With the results acquired from the analysis, Never Lose The Deal created a strategy that guided the client to:

- Double down their efforts in winning industry verticals - Distribution & Retail.
- Leverage data-driven coaching to improve the performance of underperforming employees.

# Telecom company - Accelerated growth

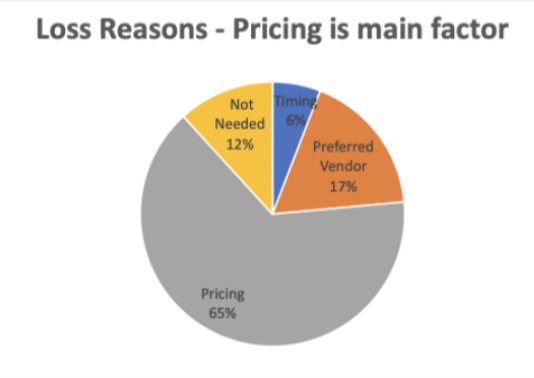
Who

What

Where

When

Why



**Reasons for high pricing and actions**

- BOM too high -> Over engineering -> Design to cost target -> Eliminate cost buffers
- Labor cost too high -> Source new vendors for labor -> Use direct where possible
- Formal pricing review for thorough inputs and engagement on $100K+ projects

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- Revamp price quotes to be more competitive especially in the $100K+ tiers.
- Establish formal Deal teams for all $250K+ deals.
- Establish a cadence for CEO and stakeholder engagement for key deals.

## RESULTS

- Win rate increased from 32% to 48% in less than 90 days
- Top performing employees win-rate at 60%+
- Average sale price increase by 28%
- Met revenue goals two quarters in a row
- Improved investor credibility and successfully raised next-round funding.

### ABOUT NEVER LOSE THE DEAL

We are a B2B sales consulting firm that helps fast-growing tech companies achieve their revenue goals, extend market share and improve their competitive advantage by optimizing sales processes. We help plug the holes in your sales pipeline to close more deals by taking a scientific approach leveraging operational, employee, and customer data.

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