

Why are you losing customers?

Are you losing your competitive advantage?

Are you not growing market share as expected?



## WINNING NEW BUSINESS

A key factor in improving sales is understanding what your customers are thinking. The Cooper **Win/Loss** Program may expose flaws in some of your most fundamental business development assumptions. At Cooper Research we are able to find out from your current and former customers why they chose you or your competitor. We investigate and evaluate wins and losses in an unbiased way, focusing on the many factors that drive sales outcomes.

### What Win/Loss Analysis does for your company?

- Brings your customers' expectations into clear focus.
- Provides strategic and tactical direction on product development and marketing management.
- Explains why competitors are winning business from you.
- Provides valuable ongoing feedback, allowing you to make more effective business decisions.
- Increases your competitive advantage.
- Builds stronger customer relationships.

### Why Use Cooper Research for your Win/Loss Analysis?

Quality **Win/Loss Analysis** is dependent upon asking the right questions the right way. Asking the right questions comes with experience. Asking questions the right way comes from having a program designed specifically for Win/Loss assessments.

In order to grow your business it is imperative to have a good Win/Loss program in place. Contact Cooper Research today and begin learning how you can turn your Win/Loss into a Win/Loss/WIN!



8150 Corporate Park Dr. Cincinnati, OH 45242

PH: 513-489-8838 FAX: 513-489-3691

[www.cooper-research.com](http://www.cooper-research.com)