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# "Lost Orders" Analysis

## TURN "LOST ORDERS" INTO GAINS!

### Do you know why you are losing orders and how to change that?

You can't fix problems until you know what they are. In today's tough market, best guesses and wrong or delayed fixes are risky. Is what your sales reps tell you sufficient? If you sell through dealers, you are most likely unaware of lost sales. Can you find out, not only where you lost sales, but also why?

**You can. With a Lost Orders Analysis, you can turn things around.**

- Understand the reasons why people bought from the competition rather than you.
- Identify the problem areas so you can take corrective actions based on answers from those who matter most - the buyers.

**Or consider a Won/Lost Orders Analysis.**

- Understand why you "win" as well as why you "lose."
- Do more of the good things that work, while correcting the problem areas.
- Compare the answers from these two groups, and validate the areas that need corrective action before you implement change.

### How does this help you?

A *Lost Order* or *Won/Lost Orders Analysis* gives you a picture of your strengths and weaknesses from the customers' point of view.

**It tells you the answers to the following questions:**

- Why people buy this kind of product, in general?
- What factors did they consider in selecting the specific model that they did?
- Which factors were the most important?
- What other vendors did they consider?
- Did they consider you? Why? Why not?
- *For lost sales:*
  - Why did they not buy from you?
  - What kind of sales attention did they receive from your sales channels?
  - Did your (or your dealer's) sales person contact the account? Did they go far enough in the process to submit a proposal?

**When asking these questions, we typically look at the following areas:**

- Technology, product features, and compatibility with existing equipment and workflow
- Service and support (response time and cost of service contracts)
- Vendor image and communication (prior experience, brand loyalty and reputation)
- Sales coverage (sales force and dealers)
- System price, financing, and consumables bundling

### Why do this with State Street Consultants?

A key component of a *Lost Order* or *Won/Lost Orders Analysis* is knowing where your competition has sold.

**STATE STREET CONSULTANTS, INC.**  
BOSTON, MA, USA

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### **We know WHERE, and WHAT models, your competitors have sold!**

- Our *North American Market Scanning Service*™ database captures site-specific competitive information not available elsewhere in any one place.
- We track equipment manufacturer, model, and year installed on each account for the major pieces of graphics art equipment.
- Our database is focused, up-to-date and accurate.

#### **In addition to these:**

- Because of the wealth of information in our database, we can do a much deeper analysis than it is possible otherwise.
  - We capture other key information on equipment such as its technology, format size, price range, etc. We can integrate this information to our analysis.
- We have more than 30 years of experience in the graphics art field. We know what questions to ask and how to ask. Our graphic arts trained tele-researchers' survey completion rates are above average. All of this matters when you have a finite number of sites to contact, and you want to contact them as soon as possible.

### **What's Involved?**

- 1. Understanding Your Requirements:** Together we determine the type of information to get.
- 2. Questionnaire Development:** We develop, for your approval, a survey tailored to your individual needs.
- 3. Pulling Sites to Survey:** We use our *North American Market Scanning Service*™ database to identify and pull sites to be surveyed. And, if you wish, we will include sites that you give us.
- 4. Telephone Targeted Sites:** Trained tele-researchers complete the agreed-upon number of surveys with the appropriate contact (influencer or decision-maker). All surveys undergo a rigorous quality control throughout the phoning, coding, and data entry process.
- 5. Cross-tabulation Reports:** We run statistical cross tabulation reports to analyze the survey results according to the various criteria, such as: vendor selected; product/buyer groups; type and size of business; type of system(s) purchased; region.
- 6. Quantitative Report:** We prepare a written report in management presentation style summarizing our findings and giving our recommendations.
- 7. Presentation:** We give an on-site presentation to management.
- 8. Implementation:** After the research is done, we can also help you with implementing the findings and fixing the problem areas.

### **Timing and Cost:**

Every situation is somewhat different and will affect the timing and costs. But typically the quantitative report is completed within 6-8 weeks after questionnaire approval. Cost is determined by the timing, the number of calls, and the size of the customer base.

### **Should You Do It Now?**

Can you afford to keep losing orders that should be yours? Every day? The sooner you understand the problems and take corrective action, the sooner you can turn things around.

### **Contact Information:**

If you are considering either a *Lost Orders Analysis* or a *Won/Lost Analysis*, please contact us at 617.482.1234.

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