

# Corporate Visions

## Intro Email for Your C-Level stakeholders

### Instructions:

Use and customize the template below to introduce your program to your C-Level stakeholders.

### Template:

**Subject line:** New initiative to drive revenue growth: Win-Loss Analysis

Hi team,

I'm excited to announce the launch of a new initiative aimed at accelerating revenue growth: **Win-Loss Analysis**.

Using **TruVoice**, we'll collect direct and unbiased buyer feedback on wins, losses, and no-decisions, providing you and your teams with valuable insights into why buyers make their choices. This will allow you to craft a more informed revenue growth strategy, and identify the changes needed to drive acquisition, expansion, and retention.

With this program, you'll be able to:

- **Gain data-driven insights** to address win rate challenges and shape your revenue strategy.
- **Align your go-to-market teams** to your buyers' needs and expectations.
- **Identify performance gaps** in sales execution, customer experience, positioning, and product, and help your leaders take informed and immediate action.
- **Optimize key decision-making moments** across the customer journey.

Stay tuned for exciting insights from our buyers as we roll out this initiative.

If you have any questions, please feel free to reach out.