

Corporate Visions

Intro Email for Your Sales Leaders

Instructions:

Creating awareness with your sales teams as you launch your win-loss analysis program is very important. Use and customize the template below to introduce your program to your Sales Leaders.

Template:

Subject line: New Win-Loss Analysis program to help your team win more deals

Hi team,

I'm excited to announce that we're launching a new initiative to help your sellers win more opportunities: **Win-Loss Analysis.**

Using **TruVoice**, we'll collect direct and unbiased buyer feedback on wins, losses, and no-decisions, giving you valuable insights into why buyers make their choices. This will allow you to develop a more informed coaching strategy and gain a clear view of the process changes needed to improve your team's results.

With this program, you'll be able to:

- **Measure your team's performance** and identify strengths and areas for improvement, based on your buyers' feedback.
- **Uncover opportunities** to fix win rate issues in real time.
- **Identify which team members need coaching** and the specific areas they need to improve.
- **Leverage buyer insights** to personalize coaching and help sellers change their behavior effectively.
- **Enable your team** to speak confidently against competitors with a clear understanding of their competitive positioning.

Rest assured, this program is designed to help your sellers grow and succeed.

I look forward to partnering with you on this exciting initiative. Please feel free to reach out if you have any questions.