

# Corporate Visions

## Intro Email for Your Sellers

### Instructions:

Creating awareness with your sales reps as you launch your win-loss analysis program is important. Since you're collecting buyer feedback from your reps' opportunities, you'll want to ensure they understand the intention and process of win-loss analysis. Use and customize the template below to introduce your program to your front-line sellers.

### Template:

Hi team,

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

Using TruVoice, we'll collect direct and unbiased buyer feedback on your wins, losses, and no-decisions, giving you deep insights into why your buyers make their choices and providing a clear view of how you compare to competitors.

### What's in it for you?

With this program, you'll be able to:

- Sell more effectively by aligning your approach with how buyers want and need to be sold to
- Understand the root causes behind each of your buyer's decisions
- Identify opportunities to address win rate issues and adjust strategies in real-time
- Negotiate creatively, knowing your buyer's expectations and pain points
- Learn how to build trust with your buyers and other stakeholders

Rest assured, this program is designed to help you grow and succeed, with your best interests in mind.

[Add the best CTA for your program:

**Option 1** - Make sure to submit your opportunities to me every [Friday]!

**Option 2** - Watch for instructions to connect your CRM license to TruSales soon.]

I look forward to working closely with you on this exciting initiative. Please reach out if you have any questions.