

## Win/loss: Collecting input from stakeholders

What determines why some win/loss or research insights sit on the shelf and others drive real change? It all depends on how well you scope and socialize your study before it even begins. Over-index on spending time with your stakeholders upfront.

Keep your questions simple, collect every hypothesis, and gather examples to get a headstart on sourcing interviewees.

You could use these simple questions as a facilitation guide for a cross-functional kickoff meeting, or on a survey that goes out to a wider audience. Source diverse opinions and lay it all on the table.

### Questions to ask internal stakeholders

Use this as a facilitation guide for a small meeting, or send these questions out as an internal survey to reach a wider audience.

From what you know, **why do we win** against our competition?

From what you know, **why do we lose** against our competition?

What questions would you ask a customer who recently evaluated us vs our competition?

Optional: We're looking to identify customers who recently evaluated us vs our competition for this study. Any come to mind?