



CASE STUDY: Proposal Win-Loss Analysis

The Win-Loss Survey can help you learn more about your customer's needs and discover the root causes of what is driving your customers' service provider selection . Capture an unbiased, 3rd party assessment of the drivers of project awards and non-awards (Spoiler Alert: rarely are they aligned with what the sponsor tells Sales)

UNDERSTAND WHY

A top 10 CRO instituted a programmatic win-loss process in order to better understand how their proposals, BD staff, and customer-facing operations staff were performing. ISR was able to gather and analyze sponsor feedback as to why the CRO won or lost a proposal. The Win-Loss survey gathers feedback on various aspects of business development including project manager quality, proposal document quality, adherence to the RFP process, business development personnel quality and knowledge, understanding of the study objectives, cost and value, and project team chemistry.

PROCESS

CRO gathers wins and losses and provides ISR with a list of customer and prospect names and emails. ISR then gathers feedback via a web-based survey or in-depth phone interview.

OUTPUT

ISR provides immediate "red flag" notifications of any areas with low scores to ensure senior management has the ability to follow up with the customer.

RESULT

Service provider is able to develop a formal feedback process that is transparent to sponsors which allows provider to adjust weaknesses and capitalize on strengths.

ACTIONABLE RESULTS

Armed with the data from the Win-Loss surveys, the CRO has been able to implement new proposal and bid defense procedures to more effectively demonstrate the value their company can provide. Additionally, they have made pricing adjustments to several services/ regions in order to better align with the competition. The ongoing nature of this research program allows them to monitor progress and the competitive environment in a structured and actionable manner.

ISR's independence allows us to ask questions and get answers that your organization simply cannot get. Our survey design expertise, sound research methodologies, and analytics identify the drivers of project awards and non-awards and measure how your organization stacks up.



- There exists a noticeable gap between the win and loss ratings around elements of the CRO's strategy and solution development.
- Site identification, therapeutic expertise, and understanding of key project issues score substantially higher for the winning projects than for lost projects.

EXAMPLE FINDINGS

	Phase I	Phase II-IV	Device
The bid offered the most value when compared to the other service providers.	6.0 5.0	9.0 7.1	7.2 6.0
The bid offered was the least expensive when compared to the other service providers.	5.0 4.1	7.3 5.2	7.4 6.2

US/Europe

For more information, please email us at Info@ISRreports.com or call (919)-301-0106

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