



WIN-LOSS: CRM DATA VS. BUYER FEEDBACK

Your ~~CRM~~
BUYER is
the source
of truth



How much do you **REALLY** trust your CRM data?

We analyzed the CRM data of thousands of deals and compared it to what buyers *actually* said.

The results were shocking.

Read on to learn more about our key findings.

1) YOUR COMPETITOR DATA IS INACCURATE

65% of deals are tagged with the wrong competitor

Win-loss data shows that buyers report a different primary competitor than what's logged in the CRM on nearly 7 out of every 10 deals.

Are you aiming at the wrong target?



2) YOUR CLOSED-LOST REASONS ARE WRONG

85% of the time, your closed-lost data is completely wrong

When we compare the buyers' reasons for a deal being lost to the data documented in the CRM, buyer and seller data only matches up 15% of the time.

Most sellers are missing vital insights into why they're actually losing deals.

3) YOUR CRM DATA DOESN'T OFFER CONTEXT

44% of closed-lost reasons don't tell you *why* you lost

Data that only explains the outcome of the deal (i.e., "Lost to Competitor") isn't actionable. Data that isn't actionable can't help you win more.

Beyond being inaccurate, nearly half of your closed-lost data is impossible to take action on—and is therefore useless.





4) YOU'RE NOT GETTING THE FULL STORY

There are **4–5 factors** that determine every deal's outcome

The average buyer interview explores 4–5 impactful reasons about why a deal was won or lost.

In contrast, CRM data offers you a single reason ... picked from a drop-down menu.

Can you really trust your CRM data to tell you *why* you're winning and losing?

5) YOU'RE NOT DOCUMENTING YOUR STRENGTHS

Most CRM data ignores why you win

Positive Decision Drivers (the things you did well in a deal) are rarely documented.

Yet doubling down on strengths often yields faster improvement to your win rate than attempting to fix weaknesses.



Many companies trust their CRM as the source of truth as they build their revenue strategies, but a few conversations with buyers will show you that your CRM isn't as trustworthy as you think. As it turns out, **your CRM is not the source of truth—your buyer is.**

Making critical business decisions based on bad data is a scary proposition. Clozd adds clarity and helps eliminate that risk by making buyers your source of truth.

A leader in win-loss analysis, Clozd has interviewed tens of thousands of buyers and spent years developing the best ways to run win-loss programs. Because of that, our team has become experts at collecting deep buyer feedback at scale, showing you exactly why you win and lose, and helping you identify opportunities to win more.

If you're curious about how your CRM data stacks up to your buyers' perspectives, give Clozd a try—we'll do a free buyer interview for one of your deals.

Click below to get your free win-loss buyer interview

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