

Win-Loss Survey Template

All questions are optional. Select one answer for each choice question.

Write your answers to the open questions in the space provided.

Think about your recent decision involving the offering named above. Share only information you are comfortable discussing. This is a feedback request, not a request to reconsider the decision.

1. What was the outcome of this decision?

- ☐ Chose this offering
- ☐ Chose another provider
- ☐ Kept the existing solution
- ☐ Postponed or canceled the purchase
- ☐ Decision is still in progress
- ☐ Prefer not to say

2. What problem were you trying to solve?

3. Which factor had the greatest influence on your decision?

- ☐ Fit with the required task
- ☐ Total cost
- ☐ Ease of implementation
- ☐ Confidence in the provider
- ☐ Compatibility with existing systems
- ☐ Timing or internal priorities
- ☐ Another factor
- ☐ Not sure

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4. How clear was the information about what this offering could do?

- ☐ Very unclear
- ☐ Somewhat unclear
- ☐ Neither clear nor unclear
- ☐ Somewhat clear
- ☐ Very clear
- ☐ Not applicable

5. What concern, if any, remained unresolved?

6. What did the sales team do that helped you evaluate the offering?

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7. What one change would have made your evaluation easier?
