



**COMPETITIVE**  
MARKETING  
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# PROFESSIONAL DEVELOPMENT WORKSHOPS

**LEARN | PRACTICE | DO**

PRE-CONFERENCE  
MONDAY, OCTOBER 7, 2019  
8:00-11:00 AM AND 1:00-4:00 PM MDT  
[www.competitivemarketingsummit.com](http://www.competitivemarketingsummit.com)



## Alex McDonnell

**A Framework and Tools for Analyzing Win/  
Loss Insights, Including Churn, Retention, and  
Growth**

### WORKSHOP ABSTRACT

Join us to help you “crack the code” on sales reasons and buyer decisions. Drawing upon 10 years of win/loss experience and thousands of buyer interviews for B2B SaaS clients, Eigenworks has developed, and is now ready to share the Buyer-as-Hero Analysis Framework.

You can use this framework as soon as you get back to the office. In this workshop, you’ll learn how to collect, analyze, and make actionable your win/loss insights

### LEARNING OUTCOMES

- Understand how this new framework can be put into practice in your own environment
- Work through practical exercises to help you understand the core elements of your buyer’s decisions.
- Discover a software tool that allows you to understand decisions at scale.
- Develop an MVP win/loss initiative that you can run on your own when you return to the office



## WORKSHOP DESCRIPTION

Your customers are lying to you. They're lying about competitors, pricing, features, and sales. And you can't blame them. It's hard to structure your thoughts and give honest feedback in a win/loss interview. But when they do, the insights can change your go-to-market strategy, settle internal debates, and spark new product opportunities.

Alex will share his secrets for win/loss interviewing, analysis, and program design in this workshop. How do you go off-script to get the real story from a buyer who chose your competitor? How do you bring structure to insights when no two interviews look alike? And how do you put findings into action with the right stakeholders? When you leave this workshop, you'll be ready to kickstart your win/loss program and unleash insights from your buyers.

## ABOUT ALEX MCDONNELL

Alex McDonnell is a market intelligence leader who is motivated by bringing structure and clarity to customer stories. At Eigenworks, Alex has interviewed hundreds of B2B buyers to collect honest feedback and understand the true story behind their purchase decisions. Prior to Eigenworks, Alex led competitive intelligence at D2L, an online learning company, where he used market insights to shape product roadmap, marketing strategies, and sales tactics

<https://www.linkedin.com/in/alexqmcdonnell/>

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