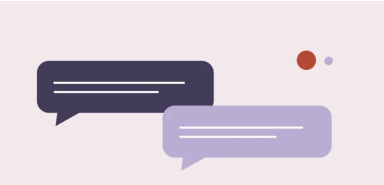
Lost deal interviews



We interview four client-recruited former prospects and report recurring decision factors.

Who it helps

Product, marketing and strategy leads

The problem to solve

Lost sales records often record a result without capturing what mattered to the prospect when they chose another route.

Working through the brief

1. **Agree the interview questions**

   Gather the agreed inputs. Your concept, research objective and a client-supplied participant group or dataset.

2. **Speak with four recruited prospects**

   Track “Decision factor” and “Prospect evidence reference” together so the reviewer can connect the source information to the result.

3. **Compare decision factors**

   Use the interviews to look for recurring decision factors and examples the sales team can investigate.

4. **Check the scope at handover**

   Recruitment, panel costs, incentives and licensed research data are separate.

Worked example

A lost buyer cites timing. Ask what happened in the decision process before assigning the loss to price or product fit.

Read the service scope / RES-022

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