Corporate Visions

Feedback is the **New Forecast**

How Buyer Feedback Improves Sales Outcomes

For years, sales teams have relied on their forecasting abilities to predict deal outcomes and guide performance.

It's always been a struggle to see over the hill—to truly understand why sellers win or lose deals. Sellers rely on their limited interactions with buyers to speculate why deals unfolded the way they did. And sales managers have little visibility beyond their teams' perceptions.

Meanwhile, your buyers' needs, perceptions, and motivations remain invisible during the deal.

Automated buyer feedback changes that dynamic completely.

Now, sales leaders can move beyond their best guesses and tap directly into how buyers experienced the sales process, what expectations weren't met, and what value resonated with buyers during every deal—regardless of whether it was won or lost. **With this unobstructed view of exactly what buyers want, you get a level of intelligence that was previously unavailable.**

But how does buyer feedback affect sales outcomes? New data from thousands of deals holds the answer.

In this Winsight, you'll see precisely how getting buyer feedback affects sellers' ability to win deals. And you'll discover what skills, specifically, buyers care most about.

A Staggering Difference

We asked Dr. Leff Bonney, behavioral scientist and Research Director at Emblaze, to evaluate data from 6,984 B2B deals.

The goal? Assess how receiving buyer feedback impacts seller win rates year over year.

For the analysis, we studied two groups of sellers and compared performance in 2023 vs. 2022. Neither group received buyer feedback in 2022. But in 2023, one group did.

Surprisingly, the data shows that **sellers who received buyer feedback achieved 40 percent better win rates in 2023 versus those who didn't**.

Buyer Feedback Received?		Win Rates
2022	2023	YoY Change
No	No	-22%
No	Yes*	-13%

*3+ Deals Worth of Buyer Feedback

Sellers who receive buyer feedback achieve

40%

better win rates

vs. those who don't.

The Magic Number

When sellers received feedback from only two deals, they saw 18 percent decrease in win rate year-over-year. But for those who received feedback from three deals, the decrease was just 0.09 percent.

That represents **a 17.91 percent difference in rate for sellers who receive feedback from three deals vs. two**.

While three emerged as the magic number, further gains from additional feedback are marginal. It's not because sellers ignore the extra feedback. But when sellers get input from more than three deals, the extra data often contains redundant feedback. This makes it hard for sellers to use the feedback, so it doesn't drastically improve their win rates.

A lack of guidance for what reps should do with the feedback can also affect performance. It's one thing to learn what skills you need to improve. It's quite another to understand how to improve your performance in those areas.

To be most effective, your sellers need actionable insights—they need to know exactly how to improve the skills their buyers want most.

The Great 8

Across all data points we measured from those thousands of deals, we've identified **eight selling competencies that represent critical moments in your buyer's decision-making process.** Each one will impact whether the deal is won or lost.

When you measure and monitor these eight specific competencies, you can pinpoint where your sellers are doing well, and where they need targeted training and coaching to improve their approach.

8 Make-or-Break Seller-Controlled Moments in the Buyer's Journey

1 Align Solutions to Needs

Identify and understand the buyer's needs and develop the best solution fit.

2 Make a Case for Change

Create a compelling vision of the future for the buyer and provide convincing reasons to change.

3 Demonstrate Clear Differentiation

Showcase the unique advantages of your solution compared to both the buyer's status quo and your competition.

4 Articulate Meaningful Value

Connect your solution's capabilities with the buyer's priorities to demonstrate value.

5 Help Justify Decisions

Build a business case that convinces stakeholders and adds urgency to the decision.

6 Negotiate Creatively

Effectively manage pricing questions and negotiation conversations.

7 Deliver Compelling Communications

Deliver engaging, memorable, and persuasive presentations to key stakeholders.

8 Resolve Concerns Responsively

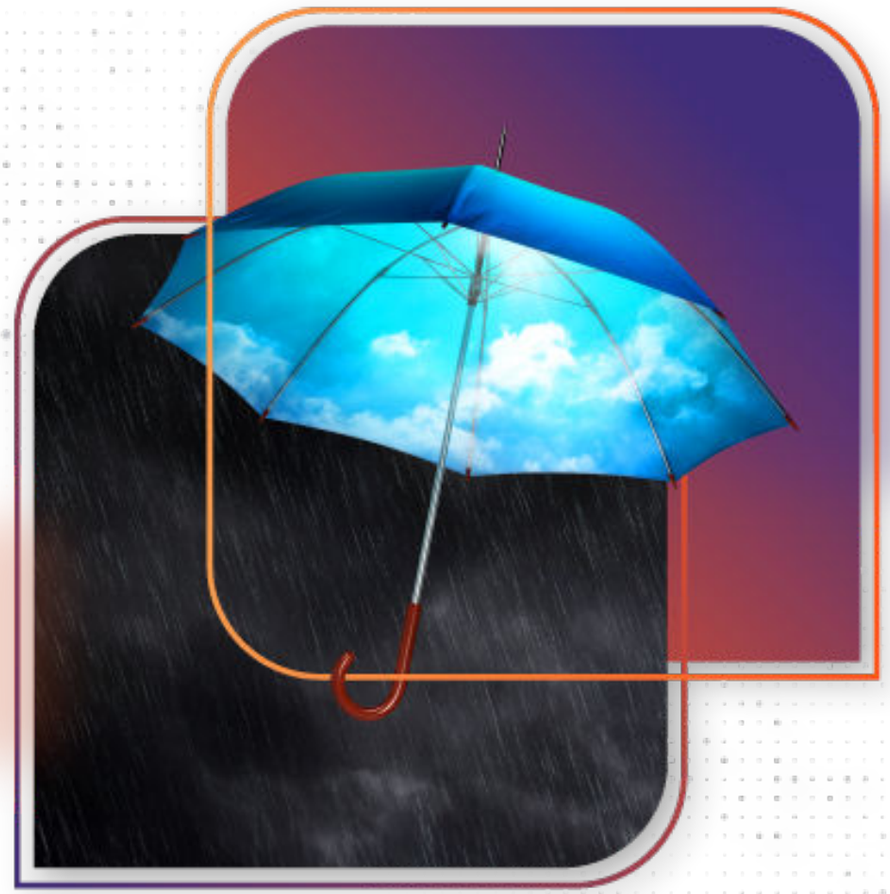
Understand and resolve any concerns or issues raised during evaluation.

Actionable Insights After Every Deal

Getting buyer feedback is like finally being able to see the other side of the hill for sales teams.

Previously, sellers could only guess why deals were won or lost, relying on limited interactions with their buyers to try and understand what happened. Now the full landscape is coming into view—they can see exactly what buyers valued or didn't value after every sale. And they can course correct deal by deal—based on that feedback.

Sales teams no longer have to speculate about what their buyers want. Armed with actionable insights after every deal, your sellers can drastically improve win rates year over year.



Find and Fix Your Sellers' Blind Spots

To truly improve your sellers' performance, you need to start with real buyer feedback—not self-assessments. With TruVoice by Corporate Visions, you can automatically obtain buyer feedback after every deal closes and use it to provide customized coaching for your sellers at scale.

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