

Lost Sales Analysis (Main Eqpt) – Basic Template

Criteria	Our Product		Competitor Product	
Basic Model & Spec				
Additional Specifications/Service Contracts/Extended Warranty				
New/Ex Demo/Used	New/Demo/Used		New/Demo/Used	
Part Ex Details				
Financials ie; Price Cost of Ownership Cost to Change Monthly Payment Cost Per Ha/Tonne/Hr etc				
Favourable Features & Benefits from customer perspective				
Weak or Absent Features				
Demonstrated	Yes or No		Yes or No	
Demonstration Feedback				
Main Buying Motives/Needs Expressed During Sales Process				
Any other factors				
Main reason for buying competitor product				
Customer Type	Historic/Past Customer	New Prospect	Existing Customer	Key Account
Proposal Presented?	Yes or No	Did We Ask for the Order?		Yes or No