

YOUR CRM IS LYING TO YOU

# 5 Reasons Your CRM is Costing You Revenue





## 1) YOUR COMPETITOR DATA IS INACCURATE

**65%** of deals are tagged with the wrong competitor

Win-loss data shows that buyers report a different primary competitor than what's logged in the CRM on nearly 7 out of every 10 deals.

Are you aiming at the wrong target?



## 2) YOUR CLOSED-LOST REASONS ARE WRONG

**85% of your  
closed-lost data is  
completely wrong**

When we compare the buyers' reasons for a deal being lost to the data documented in the CRM, buyer and seller data only matches up 15% of the time.

Most sellers are missing vital insights into why they're actually losing deals.



### 3) YOUR CRM DATA DOESN'T OFFER CONTEXT

**44%** of closed-lost reasons don't tell you *why* you lost

Data that only explains the outcome of the deal (i.e., "Lost to Competitor") isn't actionable. Data that isn't actionable can't help you win more.

Beyond being inaccurate, nearly half of your closed-lost data is impossible to take action on—and is therefore useless.



#### 4) YOU'RE NOT GETTING THE FULL STORY

There are **4–5 factors** that determine every deal's outcome

The average buyer interview explores 4–5 impactful reasons about why a deal was won or lost.

In contrast, CRM data offers you a single reason ... picked from a drop-down menu.

Can you really trust your CRM data to tell you *why* you're winning and losing?



## 5) YOU'RE NOT DOCUMENTING YOUR STRENGTHS

# Most CRM data ignores why you win

Positive Decision Drivers (the things you did well in a deal) are rarely documented.

Yet, doubling down on strengths often yields faster improvement to your win rate than attempting to fix weaknesses.



Your CRM isn't your source-of-truth,  
your buyers are. Don't base your go-to-  
market strategy on dirty data.

## Want to learn more?

We'd love to show you the difference  
between CRM loss data and  
comprehensive win-loss data based in  
buyer feedback with a free buyer  
interview.

Get a free win-loss interview at  
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