Battery

Win Rates Declining?
Here's where to look.

Win rate slipping? The reasons are rarely simple. This framework helps you diagnose the problem two ways—**Human Questions** for GTM teams on conventional tech stacks and **AI-Powered Prompts** for those whose sales and marketing systems are integrated with an LLM.

MARKETING / MARKETING OPS

Questions for your colleagues	Prompts for your LLM
Have we changed any of the underlying data sources in the tech stack?	Compare current CRM, MAP and call-recording integrations to those used in prior quarters. Identify when schema definitions, sync frequencies or integration mappings changed. Rerun win-rate metrics using pre-change vs. post-change definitions to quantify variance introduced by the data structure itself.
Did we reduce or eliminate post-opportunity marketing activity?	Compare post-opportunity marketing activity (emails, nurture, events) by opportunity stage and close quarter. Correlate changes in engagement volume with deal velocity. Highlight where reduced marketing touches preceded slower movement or higher loss probability.
Are there upper-funnel signals of weakening interest?	Track demo requests, PQL creation and SDR to AE conversions by month for the past year. Overlay with call attendance rate and sentiment scores. Identify when engagement ratios weakened despite stable lead volume.
Is the opportunity type (new logo vs. expansion) consistent across the trendline?	Audit the definition and classification logic for opportunity type across the last six quarters. Identify when picklist values, workflow rules or automation logic changed. Recalculate win-rate trends using a consistent historical definition to reveal any artificial distortions.

Has the balance of sales- vs. marketing-generated pipeline shifted?	Calculate the ratio of sales- to marketing-sourced opportunities over the last eight quarters. Chart the trend line and flag inflection points where the ratio meaningfully changed. Correlate those shifts with campaign spend, lead source mix or rep coverage. Use call sentiment to see whether one source consistently produces higher or lower buyer engagement.
Has demand composition changed?	Break down opportunity creation by channel (inbound, outbound, partner, event, paid) over time. Analyze how each channel's share and corresponding win rate evolved. Use transcript analysis to detect whether the buyer tone or confidence level has shifted in lower-performing channels.
Have we retired brand campaigns?	Compare the timing of brand campaign pauses or budget cuts with changes in early-funnel metrics. Assess whether deals created after brand campaigns stopped show weaker call sentiment or more price resistance in early conversations.
Has previously high-performing demand been intercepted by AI snippets or LLMs?	Track inbound lead flow and chatbot/self-service intercept rates over time. Quantify whether the proportion of leads reaching sales has declined. Compare engagement and sentiment between intercepted vs. rep-handled interactions.

SALES / SALES OPS

Questions for your colleagues	Prompts for your LLM
Have we changed stage definitions or exit criteria?	Audit CRM stage definitions and exit criteria across the past four quarters. Highlight any changes in required fields or automation rules. For each change, simulate historical win-rate using both old and new logic. Quantify where definition shifts caused artificial movement in conversion trends.

Has our sales management process changed?	Review updates to sales management workflows, approval steps or forecasting cadences by date of rollout. Assess whether implementation dates align with shifts in close rates, deal velocity or rep sentiment.
Have business changes incentivized reps to inflate pipeline?	Analyze changes in compensation structures and team composition over time. Correlate those changes with subsequent spikes in opportunity creation or pipeline volume. Overlay call-transcript data to assess whether discovery calls in those periods show weaker buying signals, shorter duration or lower follow-up intent—indicators of pipeline inflation. Additionally, identify any workforce-reduction events and examine whether reps affected by those changes show unusual increases in new opps or “next quarter” pushes, suggesting activity motivated by job-security concerns.
Has our sales methodology changed?	Determine when new sales methodologies were introduced or retraining occurred. Compare average sales-cycle length, win rate and sentiment trends before and after rollout. Evaluate call adherence to the framework (e.g. MEDDICC) to assess adoption depth.
Have we changed SDR reporting, AE team size or comp plans?	Map major comp-plan or headcount adjustments against win-rate and pipeline trends. Analyze whether call tone or conversation length shifted afterward—a signal that incentive changes may have encouraged activity volume over deal quality.
How clean is the closed-lost vs. deal-pushed data?	Extract all deals marked “pushed” in the past six quarters. Analyze call sentiment and follow-up activity for those deals. Reclassify any with sustained negative buyer tone and no follow-up as likely “closed-lost”, then recalculate win rate.

PRODUCT MARKETING / SALES ENABLEMENT

Questions for your colleagues

Prompts for your LLM

Are we seeing more or different competition in deals?	Track competitor mentions in call transcripts over time. Cluster by frequency, stage and sentiment polarity. Identify which competitors are appearing more often—and whether reps express more pricing or product defensiveness when they do.
Are we losing more competitive deals or greenfield opportunities?	Segment losses quarterly by type (competitive vs. no-decision vs. greenfield). Compare win-rate deltas across these groups. Analyze transcript tone to see if competitive losses feature sharper pricing or capability objections over time.
Has the win rate of sales- vs. marketing-generated deals changed?	Compare win rates for sales- vs. marketing-sourced deals over the last four quarters. Extract and cluster objection themes (price, fit, urgency) by source. Highlight if one channel's decline aligns with a shift in objection type.
Has there been a market or legislative change reducing urgency to buy?	Identify call mentions of external factors (regulation, macro conditions, budget freezes) and plot their frequency over time. Correlate spikes in those mentions with corresponding drops in pipeline velocity or conversion.
Did we disrupt ourselves with new pricing or free product tiers?	Map product/pricing changes to corresponding periods. Extract all transcript mentions of "price", "budget" or "trial" before and after launch. Quantify increases in negative pricing sentiment or discounting behavior.
Are there signs our ICP or buyer titles are changing?	Compare primary contact roles, functions and titles over time. Use transcript clustering to surface emerging buyer personas with distinct pain points or decision criteria.
Has opp or new logo count changed relative to value?	Track the number of new opportunities and their average deal size over time. Identify when total opp count increased but total pipeline value stayed flat or declined, indicating smaller-scope or lower-value deals entering the funnel.
Is the number of wins consistent with past quarters?	Compare total wins, opportunity count and total pipeline value by quarter for the past year. If the number of wins is steady but average deal size has changed, isolate when those composition shifts occurred. Break out the relative contribution of deal size, type and segment mix to the overall win-rate trend.

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