

# Win more deals • Strengthen accounts

Don't just assume you know why you win or lose sales opportunities or how you are performing in existing accounts — uncover the truth.

AskForensics has evaluated over \$14 billion of business and identified \$6 billion of at-risk accounts for some of the most recognized companies, including:



Using a forensic science approach to sales and account growth, AskForensics delivers objective insight into what's really happening behind the scenes with your prospects and customers so that you can take the necessary actions to improve.

## SalesForensics

Win more deals

SalesForensics provides insight into why you won or lost a bid.

## AccountForensics

Fortify accounts

AccountForensics uncovers potential areas of growth and identifies vulnerabilities in your critical accounts.

## How It Works

The AskForensics team of investigators completes probing, open-ended interviews with senior executives at your prospect and client companies to reveal how your company is really viewed. You then receive Forensics reports containing strategic insights and recommendations that help you fully understand your prospects and existing accounts so you can improve sales and retention. AskForensics also provides action planning and coaching services to help you turn your insight into action.



AskForensics makes recommendations that are independent of any bias. I see SalesForensics and AccountForensics as a cost of doing business. It's more costly for an account to go away or be unhappy than it is to do an audit, gain alignment, and retain that account. AskForensics provides an effective means of keeping a client relationship fresh and re-invigorated versus allowing it to get stale and old.



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[www.AskForensics.com](http://www.AskForensics.com)

**Strategically Grow Your Business**  
Throughout the Sales and Account Cycle



**SalesForensics**  
Win more deals

**AccountForensics**  
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