

# SIR 2025 Annual Conference

CHICAGO, IL  
Fairmont Hotel in Chicago

May 4-6, 2025



**SIR** | SOCIETY OF  
INSURANCE  
RESEARCH

# SIR 2025 ANNUAL CONFERENCE

MAY 4-6, 2025 | CHICAGO, IL | FAIRMONT HOTEL IN CHICAGO



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**Expanding  
Win/Loss: Using  
the Framework in  
Non-Traditional  
Ways to Drive  
New Insights**

# What is win-loss analysis?

Win-loss analysis is the practice of systematically capturing and analyzing the reasons why you win and lose sales opportunities. No matter your role, win-loss analysis provides the data-driven clarity you need to drive revenue and make strategic decisions with confidence.

The org-wide benefits of win-loss analysis include:

## Sales Leaders

Boost sales effectiveness and increase your win and renewal rates.

## Strategy

Lead with data as you guide product, pricing, sales, and marketing strategy.

## Executives

Achieve company-wide strategic alignment around buyer specific insights

## Marketing Leaders

Create messaging and content that truly resonates with your target audience.

## Sales Operations

Find the data-driven path to higher win rates using win-loss data you can actually trust.

## Brokers

Understand your broker's needs to enable them to better sell your plans



# Helpful Resources

## Next steps

Jump-start your win-loss program with our **free toolkit**:



Definitive Guide to Win-Loss Analysis



State of Win-Loss Report



Ask Clozd



Free Win-Loss Interview

