

# Win/Loss interview script

12 questions, 30 minutes, one buyer per call.

By Uncover Editorial · Last updated 2026-04-28

**Purpose.** Use this on every win/loss call. It keeps interviews to 30 minutes, covers the five decision areas buyers remember, and produces notes that tag cleanly to the paired XLSX template's five root-cause buckets: pricing, product, people, process, positioning.

## How to run the call

- **0:00–0:02 Consent.** Read the script below verbatim. Log the answer before recording.
- **0:02–0:22 The 12 questions.** One pass, in order. Don't skip sections.
- **0:22–0:27 Follow-ups.** Reopen any answer that felt thin, rehearsed, or surprising.
- **0:27–0:30 Close.** Thank them, confirm next steps, stop the recording.

Tag root-cause buckets in the moment — memory decays fast.

### Consent script (read verbatim)

*"Thanks for making time. This is a 30-minute conversation to help us improve how we sell and support teams like yours. I'd like to record for note-taking only — we won't share it externally or attribute anything without your okay. Is that alright?"*

Log consent in notes before starting the recording.

## Buying trigger

**Q1. What was going on at your company that made you start looking?**

**Probe:** Who first raised it?

**Listen for:** process — the internal trigger reveals which workflow we have to fit inside.

**Q3. How did you first hear about us?**

**Probe:** Who or what sold you on taking the first call?

**Listen for:** positioning — where we earn attention and whether our reputation arrives before we do.

## Evaluation

**Q2. What were the top 3 criteria on your shortlist?**

**Probe:** Which mattered most at the end?

**Listen for:** positioning — the ranked criteria show what we own in the buyer's head versus the competition.

**Q4. Walk me through the evaluation — who was involved, and when?**

**Probe:** Who had veto power you didn't see coming?

**Listen for:** people — whether we mapped the real buying committee or pitched the wrong room.

**Q8. What did you think of our demo?**

**Probe:** Anything confusing or oversold?

**Listen for:** product — fit between what we showed and what the buyer needed to see.

## Competitive

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### Q5. Which alternatives did you seriously consider?

**Probe:** Which ones dropped off early, and why?

**Listen for:** positioning — the competitive set the buyer placed us in, which may not match ours.

### Q9. What nearly made you pick someone else?

**Probe:** What pulled you back to your final choice?

**Listen for:** positioning — the single differentiator that almost flipped the deal, for or against us.

## Decision

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### Q7. How did pricing enter the conversation?

**Probe:** Was it budget, or was it value framing?

**Listen for:** pricing — whether you're facing real list-price resistance or a value-framing failure disguised as price.

### Q6. What did [competitor] do well that we didn't?

**Probe:** What was the one moment they beat us?

**Listen for:** product — capability gaps in the buyer's words, the next battlecard edit.

### Q10. What was the single biggest reason you [picked us / picked them]?

**Probe:** If you had to defend that to your CFO, how would you phrase it?

**Listen for:** whichever bucket they name — the headline tag for the deal row in the aggregation tab.

## Perception gap

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### Q11. What would have to be true for you to reconsider in 12 months?

**Probe:** What's the smallest change that would put us back on the list?

**Listen for:** product or positioning — the gap that would need to close for re-entry.

### Q12. Anything we didn't ask that you think we should know?

**Probe:** What would you have asked yourself in our position?

**Listen for:** process — blind spots in how we ran the deal; log every surprise, flattering or not.

## Wrap-up — within 24 hours

1. Tag each answer against the five root-cause buckets — **pricing, product, people, process, positioning** — in the XLSX notes tab.
2. Pull three verbatim quotes you'd defend in a board deck.
3. Log one surprise. Surprises are where the next angle hides.

*Paired with the Win/Loss Analysis Template (XLSX) at [unkover.com/downloads/win-loss-analysis-template.xlsx](https://unkover.com/downloads/win-loss-analysis-template.xlsx). See the full guide at [unkover.com/blog/win-loss-analysis-template/](https://unkover.com/blog/win-loss-analysis-template/).*