



# Customer Win Story

Use this template to record an example of a customer win and the behind-the-scenes details of that win! [Learn more](#) about this template.

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[CUSTOMER LOGO HERE]

## Background

- Tell us more about the customer. What industry are they in? What product do they sell? What problem were they looking to solve?

## Requirements

- What were the customer's technical and business needs?

## Competition

- What competitors did this customer evaluate? When did they come into/drop off from the process?

## Process

- What was this customer's buying process? What was their decision-making process?

## Points of Contact

- Who did our team come in contact with on the customer's team?



## **Deal**

- What was the size and makeup of the deal?

## **Team**

- Who on our team was involved in this deal?

## **Challenges**

- What challenges did we encounter during this process? Business challenges? Pricing challenges? Technical challenges?

## **Lessons Learned**

- What did we learn from this process? What do we do well, and what do we need to improve on?