

Virtual Intelligence Briefing

Expert B2B Marketing Services for Leading Technology Companies

The ViB WinMore Program Features & Benefits

The ViB WinMore Program

WinMore is ViB's new approach to helping companies understand precisely why they win or lose sales opportunities -- and what to do about it.

Gain critical insights that help you close more business with our WinMore program.

- ◆ Increase your win rates
- ◆ Understand why you win or lose sales opportunities
- ◆ Pinpoint easy-to-implement actions that improve sales opportunities
- ◆ Gain competitive advantage from actionable findings
- ◆ Get results quickly and affordably
- ◆ Discover actions that lead to more closed business
- ◆ Gain awareness of emerging competitive issues

Companies understand the value of win/loss analysis but traditional approaches underperform on cost, effort, timing, accuracy, and the ability to act upon the findings. ViB's new WinMore program removes those barriers and delivers powerful results quickly and affordably. Now companies can understand precisely why they win sales opportunities, why they lose, under what circumstances, and what to do about it. Our WinMore program requires no training, little customer effort, no sales involvement, and is up and running in a matter of days. Results are easy to act upon for quick impact and more closed deals. Teams like sales, market and business development, field marketing, and product marketing love ViB because we're flexible, reliable, and deliver high-quality results quarter after quarter.

Who benefits from ViB's WinMore Program?

- ◆ Sales teams
- ◆ Demand generation teams
- ◆ VPs and CMOs
- ◆ Field Marketing
- ◆ Event teams
- ◆ Product teams
- ◆ Brand management
- ◆ Product marketing

“The quality of ViB’s work and their prowess in the industry is second to none. ViB’s State of the Industry program is a must-have in your marketing collateral arsenal.”

Director of Global Events
at Major Tech Company

How It Works

It's simple to start ViB's WinMore Program:



Provide us with your opportunity data and criteria.



We execute unbiased, third-party interview surveys.



We deliver findings that uncover why you win, why you lose, and actions to take to close more deals.



About ViB

Improve Your Results

Helping people improve their marketing results is the #1 - and only - reason we're in business. Leading technology companies partner with ViB to drive awareness and increase conversions, improving the results of key initiatives at critical times.

Leverage 2MM Professionals

We've cultivated an active and engaged community of over 2 million professionals and decision makers who represent your buyers and end-users. They trust us. So when we suggest a solution or company, they know it'll be something worth their time looking into. This powerful community makes us unique in the industry.

Find Out Why 84% of ViB Customers Are Repeat Customers

We go above and beyond to make sure our customers are happy, making it easy and affordable to generate qualified leads, get your message in front of the right audience, and boost event attendance.

ViB Customers



NUTANIX™



PivotPoint
SECURITY



VEEAM

Western Digital.