# Competitive Analysis - Why do we Win? - Summary

**Date Range:** January 1, 2011 to December 31, 2011 **Opportunity Status:** Closed - Won

## 113 Opportunities Totaling $912,600.00

## Opportunity Amount by Reason

Summary for All Users

| | | |
|---|---|---|
| Current Client Relationship | $250,300 | 27.4% |
| Excellent ROI Offered | $113,000 | 12.4% |
| Local Representation | $2,000 | 0.2% |
| No Reason Listed | $176,000 | 19.3% |
| ROI Offered by CH TechOne | $359,300 | 39.4% |
| Went with lower price option | $12,000 | 1.3% |
| Total: | $912,600 | 100.0% |