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New Strategic Partnership formed to Grow Occulus in German Markets
Madison Company and JR Cape Associates have formed a Partnership to develop sales of Occulus, a predictive sales analytics tool designed for sales teams to qualify opportunities better, reduce deal slippage and provide forecasts with highest accuracy.

San Francisco and Lüneburg – October 31, 2018 – Madison Company (**www.madisonsfe.com**), a global Sales Performance Optimization company and JR Cape Associates (**www.jr-cape.com**), a company offering Consulting Services for Human Resources Enhancement and Sales Team Optimization, announced a strategic partnership to sell and support Occulus, a deal qualification and analysis software platform, from Occulus Inc.(**www.OcculusInc.com**) into the German speaking markets. As a close partner to both companies, the Toronto based Occulus team will strongly support this growth with further development of the product and customer support.

Occulus is a cloud-based deal qualifying software that separately analyzes single sales opportunities within a sales pipeline. This enables sales teams to focus on the right projects, to prepare and take the required next steps and to provide most accurate forecasting. With enhanced algorithms, Occulus gives sales reps and managers alike an analytical and easy-to-use tool at hand that will support the most effective sales process and more reliable deal analysis to drive sales to new heights.

Occulus operates in a number of languages, can be integrated with all major CRM systems, or be used as a standalone solution and can incorporate distributor channels thereby making it extremely useful in very complex international sales environments.

A spontaneous statement of one of JR Cape's senior consultants with decades of experience in advising sales organizations: " What a valuable tool! …. Occulus should improve accuracy and most of all transparency."

We see large potential in our German speaking markets for this cutting-edge software tool, providing users with great advantages over their competition in terms of better pipeline management, increased win rates and accurate timing and forecasting.

 To learn more about the Occulus solution visit our websites

German   https://www.jr-cape.com/occulus---das-vertriebstool-/index.php
English   http://madisonsfe.com/occulus-is-ai-for-sales/

For inquiries please contact occulus@jr-cape.com