



## Having a Sales Pipeline That Works & is Accurate

- **Increase Deal win rate by 50%**
- **Reduction in Close Date Slippage by 58%**
- **Improved Pipeline Prediction Accuracy of 90%**
- **More Accurate Sales Forecasting**
- **Improved sales performance, better results**

**Using Oculus in a sales organization can significantly increase a company's win rate, improve its forecasting accuracy, reduce deal slippage and increase overall sales performance.**

### Case Study: Industrial Products Co.

Industrial Products Co. ("IPCo") is a large industrial manufacturing company with operations in North America, Europe and Asia. Most of IPCo's business has a long lead time, consisting of custom built industrial products that sell in the range of \$250 thousand-\$10 million.

The sales process is a long, very much consultative and involves many levels within the customer organization including numerous decision makers. It also requires significant resources from IPCo, in both sales personnel time and customer meetings as well as major cash outlays required to prepare presentations and proposals.

IPCo was concerned that they were not utilizing their resources efficiently, chasing questionable opportunities and missing other potentially lucrative deals. They wanted to dramatically improve their sales qualification and close rates and significantly reduce their deal close date slippage. All of these issues, adversely impacted their forecasting and financial reporting.

To meet these goals IPCo selected **Oculus** and implemented it within one of their global business operations. The result from implementing Oculus was a significant improvement in sales group performance. IPCo was able to more accurately forecast its results, increased its win rate by 50% and reduce deal slippage by 58%. All-in-all better performing sales operations.

#### *Study Specifics*

This study was undertaken to determine how effective **Oculus** could be in improving a sales unit's performance. The study separated the sales pipeline into two groups of random, real opportunities, one group using **Oculus**, the other standard practices. At the end of the study period the results of each group were compared. They were also compared to the results of the previous periods. **Oculus** accurately predicted the deal outcomes 80% of the time compared to business as usual with 42% accuracy, the win rate with **Oculus** was 31% as compared to 13% without. With Oculus close date slippage decreased 58%. **Oculus** demonstrated how it could improve IPCo's business.

For further information on this study and others, please contact us at: [Info@Oculusinc.com](mailto:Info@Oculusinc.com)