



WIN RATE

THE “HIDDEN GEM” OF VALUE CREATION

Increasing Value Through Transformative Sales Performance: A Case Study of a Leading Plastic Manufacturer



The Client

A leading manufacturer of custom thermoformed plastic parts and sub-assemblies for the medical and dental industries.



The Challenge

As the owner approached retirement, he sought to maximize the company value in anticipation of selling it. However, he and his broker recognized that the unstructured sales function and reliance on inaccurate forecasts were limiting growth and value potential. To address these issues, the owner brought in an OcculusRVP sales consultant to revamp the sales process.



The Scope

Our consultant identified several critical problems, chief among them was the fact that the sales team's win rate was below 35%, resulting in high proposal costs and wasted time on unwinnable deals. We implemented Occulus and our deal coaching program which provided the sales force with the analytics and guidance to better qualify opportunities and focus on the highest quality deals.



The Impact of Occulus RVP (within 18 months):

Increased the win rate to 68%

Reduction of proposal writing costs by a third by focussing on high probability deals

A 22% increase in the number of deals won per sales rep

Increased forecasting accuracy to over 85%

Substantial revenue growth



The Final Outcome:

Within 18 months of bringing in OcculusRVP the owner was able to sell the company at a significantly higher value than initially anticipated.

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