



# WIN RATE

## THE “HIDDEN GEM” OF VALUE CREATION

### Increasing Company Value Through Transformative Sales Performance: A Case Study of an International Software Firm



#### The Client

A prominent international software and consulting firm known for its expertise in managing large, complex infrastructure IT projects, faced significant challenges following its recent acquisition by a group of investors and transition to a private entity. With a new senior management team in place, the company aimed to enhance success rates and boost revenues in its large infrastructure initiatives.



#### The Challenge

Despite these ambitious efforts, the firm struggled to meet its revenue targets and win rate objectives. Key issues included a lack of critical deal focus and poor forecasting accuracy. In response, the president initiated a comprehensive review of performance metrics and sought external assistance from Occulus RVP to enhance revenue-driving processes, improve win rates, and elevate the company's valuation in preparation for a future IPO.



#### The Scope

Collaborating closely with in-house staff, we conducted an in-depth analysis of critical deals in the sales pipeline. Based on our findings, the president decided to implement Occulus, our cutting-edge, AI-powered sales platform. The introduction of Occulus RVP equipped the sales organization with essential analytics, allowing the team to adopt a solutions-oriented approach that prioritized customer value. This shift improved deal qualification, tracking, and ultimately increased win rates and forecasting accuracy.

One of the key advantages of Occulus RVP was the reduction of subjectivity in sales assessments. This enabled the sales team to make informed, strategic decisions based on objective and verifiable customer data, focusing on high-probability opportunities.



#### The Impact of Occulus RVP:

Win rates improved by 17%.

Forecasting accuracy increased by 32%.

Overall proposal writing costs decreased, while sales representative performance increased. Revenue-based company valuation rose significantly.



#### The Final Outcome:

The successful implementation of Occulus RVP facilitated a remarkable turnaround for the company, allowing it to go public once again.

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