



Occulus is an easy-to-use web based sales analysis process that analyzes your sales campaigns and provides you with proven advice and guidance on how to win the business. **Occulus** is an iterative process that guides you through the sales cycle, step by step. Anyone involved in competitive selling environments will benefit from **Occulus**.

Occulus provides you:

- A quantitative and objective assessment of your chances of winning the business and of it closing by the Close Date.
- An accurate assessment of how well an opportunity is qualified.
- Identification of the Strengths & Weaknesses of your sales campaigns.
- A list of information about the opportunity that is missing or incomplete.
- A list of Action Items to improve your chances of winning the business.
- Ability to update the opportunity information, generate a new analysis and receive new advice and guidance

Results of the **Occulus** are provided in both graphic and written formats. The Win/Close Chart (shown) indicates the probability of winning the business and of it closing by the stated close date and the Uncertainty in those values due to missing or incomplete information. The SWOT Chart (shown) allows you to see in an instant where you're strong and weak and where you need focus your attention and resources. The Missing Information & Action Items provides specific guidance to move the opportunity through the sales cycle.

The Velocity Chart (not shown) indicates how quickly the opportunity is through the sales cycle.

BENEFITS OF OCCULUS:

- Increased close rate
- Reduced Close Date slippage
- Reduced sales calls to close a deal
- Increased revenues
- More accurate forecasts

- Ability to analyze different types of selling scenarios
- Ability to track the velocity of opportunities through the sales cycle
- Elimination of time wasted on poor opportunities.
- Identification of 'stalled' opportunities



CURRENT OPPORTUNITY REPORT (COR)

Occulus is not a CRM:

CRM's focus on WHO you're selling to and capture information about the prospect, Occulus focuses on HOW you are selling and analyzes your sales campaign to provide guidance to move the opportunity through the sales cycle more effectively. Occulus is like having a sales coach with you on every call.

TRY OCCULUS FOR FREE.

Go to our web site (www.OcculusSales.com) and analyze one of your sales opportunities for free, with no obligation. You have nothing to lose and everything to gain.