



Compass by MOIC

The Intelligent Digital Sales Advisor for Enterprise SaaS Teams

Compass is a proprietary, supervised AI model informed by decades of sales leadership experience across SAP, Salesforce, Oracle, and Siebel Systems. Embedded within Pipeline Grader and available 24/7, Compass serves as an intelligent digital sales advisor—delivering data-driven guidance, actionable next steps, and strategic insights to help your team navigate challenges and optimize performance.

What Compass Does

Located within Pipeline Grader, Compass is accessible on demand through an intuitive chat interface. Users can pose open-ended queries or explore structured topics and frequently asked questions—all within the sales workflow. The system integrates two foundational bodies of knowledge:

- The factual context of each deal, including opportunity data, contacts, and stage progression
- A proven experience-based framework representing 80+ years of pattern recognition—applying the right tests in the right order, and in the right tone

This synthesis allows Compass to deliver situational intelligence that elevates seller credibility and accelerates outcomes. In a world where buyers are testing vendors as rigorously as vendors test them, Compass ensures your team signals competence and insight at every interaction.

Features and Add-ons

- Proposal Generator – Automatically create professional-grade proposals aligned to prospect objectives and value drivers.
- Business Case Builder – Quantify ROI and create tailored business cases to support executive buy-in.
- Organizational Memories – Access and leverage accumulated deal intelligence, messaging, and best practices across your enterprise.

Why Compass Matters

Compass empowers enterprise SaaS sales organizations to combine data, experience, and strategy into a unified decision-support system. By providing 24/7 guidance grounded in decades of leadership success, it enables consistent execution, sharper qualification, and smarter pursuit strategies—ultimately increasing win rates and shortening sales cycles.

