



FOR IMMEDIATE RELEASE  
Houston, Texas - April 28, 2025

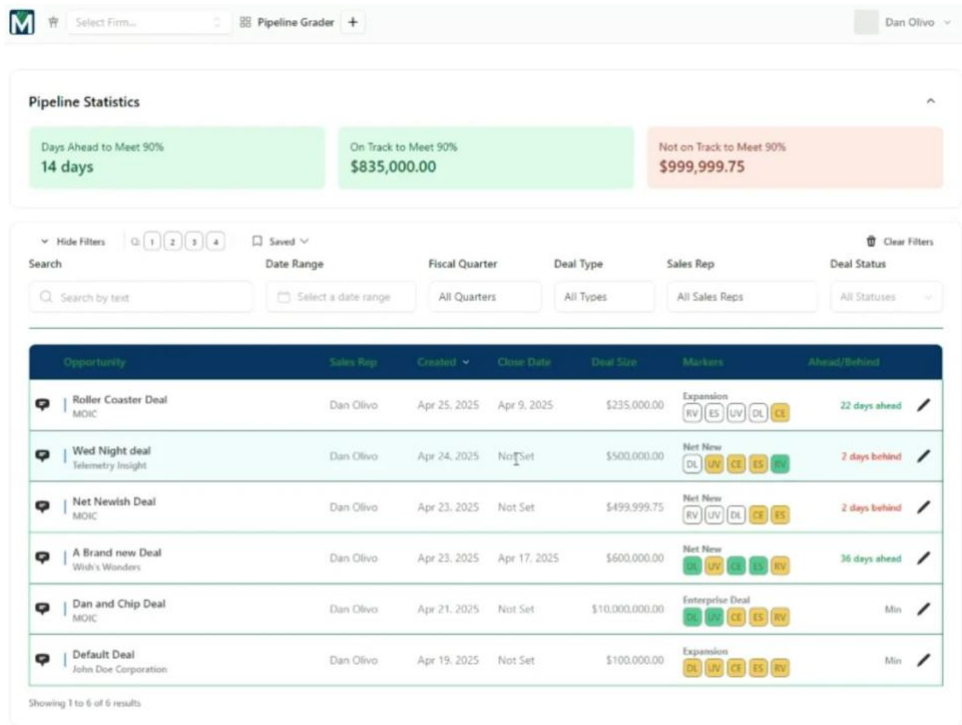
## Outcomes-based, Business Case-driven Sales Execution System

### Introducing Pipeline Grader 3.0 + Virtual Dave: Enterprise Sales, Powered by Hindsight

MOIC is launching the next evolution of Pipeline Grader — now with Virtual Dave, an AI assistant trained on decades of enterprise sales experience. Think of it as having the hindsight you’ll wish you had ten years from now, available today.

#### What Sets It Apart

Pipeline Grader doesn’t just score deals, it interprets prospect behavior to determine if you’ve earned a true internal advocate and if a deal is likely to close near term. Built on a business case – driven methodology, it shifts control back to the vendor, reducing pricing pressure and improving deal quality.



## Now with Virtual Dave

Virtual Dave brings the full weight of enterprise sales hindsight into the moment. Trained on real-world sales outcomes, it guides reps through objections, executive alignment, business case development and deal pacing — right inside the workflow.

## What You Can Expect

- Behavioral Scoring: Go beyond gut feel with pattern-based indicators of buyer conviction and urgency.
- On-Demand Coaching: Virtual Dave delivers fast, context-aware guidance based on decades of deal data.
- Structured Forecasts: Pipeline Grader replaces hope with logic, giving leaders defensible, behavior-led forecasts.
- Price-Proof Positioning: By centering on the business case, sellers stay in control and avoid margin-eroding negotiations.

## Why It Matters

In complex enterprise sales, success hinges on reading the buyer correctly and acting with precision. This release gives sales teams the advantage of hindsight — in time to use it.

## Overview of MOIC Suite

Pipeline Grader is part of MOIC's comprehensive set of sales tools for enterprise software sales. Unlike most other tools, the MOIC suite has a point of view regarding where you are, what to do next and what is the truth.

Talk with [MOIC](#) today to understand how removing subjectivity from your world can have immediate cash implications and impact your equity value.

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Based in Houston, Texas, MOIC Partners is a SaaS and services firm dedicated to the advancement of SaaS companies' sales execution and bookings predictability and consistency.

Please reach out to [dave@moicpartners.com](mailto:dave@moicpartners.com) with any questions. Additional product and company information is available at [www.moicpartners.com](http://www.moicpartners.com).