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Houston, Texas - January 15, 2026

MOIC Partners Drives 260% Surge in Sales Bookings as SaaS Teams Rethink Sales Execution

*Customer wins and AI-driven sales execution fuel breakout
year for MOIC's proprietary Pipeline Grader platform*

MOIC Partners, an emerging leader in AI-based Sales Execution Systems, is proud to announce a 260% increase in sales bookings in 2025 vs 2024. These results were driven by a series of customer successes including companies such as System Surveyor, Telemetry Insight, Detection Technologies and NuPhysicia.

"MOIC Pipeline Grader has helped us significantly improve our forecast accuracy by eliminating subjectivity through its marker system," said Maureen Carlson, System Surveyor Co-Founder and President. "It has also accelerated new account executive ramp up and the MOIC COMPASS module has greatly reduced our business case and proposal generation time, which has, in turn, accelerated sales cycles," she added.

"This dramatic increase in sales reflects how SaaS companies have accepted MOIC Pipeline Grader as a way to improve sales predictability and success," said Dave Levitt, MOIC Co-Founder.

Pipeline Grader's Business Case approach—including its unique Five Marker framework for near-term sales forecasting, the WARD (Wins Above Replacement Deals) algorithmic approach to longer-term pipeline

management, SPRS (Sales Performance Rating System) for salesperson accountability, and COMPASS, its agentic AI approach to sales support—has driven increasing acceptance among SaaS sales organizations.

Chip Davis, MOIC Co-Founder, states, "MOIC Pipeline Grader and COMPASS are transforming sales enablement (faster sales ramp-up), sales operations (consistency of sales process) and revenue operations (predictable sales forecasts 30 days before the end of each quarter), as there is now one easy to use system that is designed specifically to optimize sales resources, in order to generate maximum success with a clear sense of predictability."

With accelerating customer adoption and a growing pipeline, MOIC Partners enters 2026 positioned to further redefine how SaaS companies achieve predictable, high-performance sales execution.

Request a Demo

Pipeline Grader Trial

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. Additional product and company information is available at [**www.moicpartners.com**](https://www.moicpartners.com).

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