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MOIC Partners Launches WARD and SPRS to Revolutionize SaaS Sales Performance

Innovative Modules Deliver Objective, Data-Based Insights to Improve Pipeline Focus and Results

MOIC Partners, an emerging leader in SaaS Sales Execution Systems, has announced two major unique enhancements to their Pipeline Grader application suite: Wins Above Replacement Deals (WARD) and Sales Performance Rating System (SPRS).

WARD is modeled after baseball's Wins Above Replacement Players, as it determines whether to continue to pursue or disengage from sales opportunities based on a formula that incorporates deal progress against the Pipeline Grader forecast markers. "Salespeople tend to remain committed to deals based on subjective interpretation instead of objective reality," said Chip Davis, MOIC Co-Founder and longtime enterprise software investor. "Enterprise software deals require the prospect's organizational change. This provides a number of clues regarding likelihood of winning. WARD, while it can be overridden by sales managers, keeps salespeople focused on the opportunities that are progressing toward closure," Davis added.

SPRS is modeled after football's Quarterback Rating System, as it evaluates salespeople beyond mere percentage of quota attainment. Instead, it computes its rating based on a series of efficiency metrics, including but not limited to ability to quickly disqualify opportunities and adherence to Pipeline Grader's business case selling method. According to Dave Levitt, MOIC Co-Founder and longtime sales leader, "While quota attainment is important, it doesn't tell the whole story, as it relates to

salesperson efficiency and effectiveness. By algorithmically establishing a rating score, sales leaders can better coach the salespeople to be continuously better, while also measuring ramp-up progress."

Because Pipeline Grader is fully integrated to CRM systems, data captured in those systems flows directly to Pipeline Grader, eliminating all duplicate entries.

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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**](http://www.moicpartners.com).

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