



Speed, Certainty, and Price: Transforming Outcomes with MOIC

Background

Telemetry Insight is a cutting-edge remote monitoring and control solution for oil and gas producers, developed to address critical technical gaps identified by the company's founder. While the solution outperformed competing alternatives, prospects often became bogged down in indecision, delaying deals and negatively impacting pricing.

The Challenge

Despite the strength of its offering, Telemetry Insight faced challenges in accelerating deal closures and securing optimal pricing. These issues stemmed from prospects' inability to fully grasp the solution's economic value and its alignment with their business goals.

The Solution

Telemetry Insight partnered with MOIC to implement an upmarket, business-case-centered sales approach designed to:

- Accelerating deal closures and reducing the customers' emphasis on price
- Rapidly qualify prospects' likelihood to close
- Drive pricing improvements by emphasizing economic value

Through this approach, MOIC guided Telemetry Insight to focus early discovery discussions on the economic impact and unique benefits of their solution. This shifted the narrative from technical features to measurable business outcomes, enabling prospects to move through decision-making faster and with greater clarity.

The Results

On the very first application of MOIC's strategy, Telemetry Insight closed a major new account with unprecedented speed and certainty. This success demonstrated the effectiveness of MOIC's approach in overcoming decision inertia and securing value-based pricing.

Testimonial

"The use of the MOIC approach has been transformative. MOIC's business case guidance helped us align our pitch with our client's needs, and their strategic recommendations have positioned us for long-term success."

— **Randy Krall**, Founder and CEO, Telemetry Insight

About MOIC Partners

The outcomes here result from Telemetry Insight's adoption of Pipeline Grader™ and Virtual Dave™. This integrated offering defines five principle sales motions against which a sale can be advanced, all geared toward behavioral observations of the prospect. This is augmented by direct access to the enterprise sales support tool "Virtual Dave", which provides sales professionals insights regarding prospect behavior in the context of a typical upmarket sales effort (and what to do with those insights to advance a sale to close).

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