

# outreach

Mark Kosoglow, VP of Sales, turned to TopOPPS for better pipeline and forecast management. After 3 months, Outreach's sales cycle time cut in half, win rate increased by 115%, and average deal size doubled.

When asked how confident Mark was that sales reps knew which deals were good and bad in their pipeline, he replied that the "pipeline is what everyone expects you to have under control, but I would be surprised if one percent of sales reps understand their pipeline and use it as a tool."

Since he's been managing sales teams, Mark has been frustrated by their inability to use their pipeline strategically. With quick sales cycles and a fast growing team, he needed better visibility into the pipeline reality without relying on the reps emotional story behind each of their

forecast-worthy deals. After all, he has an experienced team, fast paced market, and a number to hit every month. Mark says, "When we force reps to make gut calls instead of data driven calls, then we're going to get a junky pipeline with too many stalled or no decision deals".

*TopOPPS tells us the likelihood to close, how healthy the deal is, and what is really going on under the hood of each opportunity.*



“You can’t run all the CRM reports necessary to get down to a single number that allows reps and managers to understand what is going on with a deal at a glance,” Mark explains, “and having a good handle on the pipeline is like wearing a suit to a meeting... you just have to do it or you aren’t really doing your job respectfully.”

Mark continues to explain that he knows activity is a key indicator in deal and pipeline health, and that he had not found a solution that could provide truly impactful opportunity management until seeing TopOPPS. Whether his team is in the field, or inside sales, all updates make it back to him. Mark even created customized alerts like ‘no communication in 14 days’ and ‘deal

in stage too long, probably falling out’ to get a better handle on the deals.

Within 4 months, Outreach’s sales cycle time was cut in half, win rate increased by 115%, and average deal size doubled. “TopOPPS tells us the likelihood to close, how healthy the deal is, and what is really going on under the hood of each opportunity.

*Tools like TopOPPS exist because there is a significant pain and problem that CRMs cannot fix.*



“TopOPPS shows me a little card for each opportunity and a HealthScore that runs up all these variables, with alerts that say ‘there’s something wrong with this deal’ that I can immediately address in one place.”

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“My team doesn’t live in in the CRM anymore. They live in TopOPPS because it is so easy to update information, specifically the deal variables you need to know about, and all the reports we used to do are rolled up in one place now”.

By utilizing TopOPPS, Mark’s weekly sales rep one-on-ones now take only 20 minutes. He is able to focus on each rep’s top deals, and strategize on the exact best way to get them closed.

“When I have a rep every week that says to me ‘Dude, TopOPPS is killing it’ you know it’s something super valuable”.

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