

Why You Need Patri

Your business lives and dies with effective prioritization. Stop burning time and money chasing the wrong deals.

THE PROBLEM

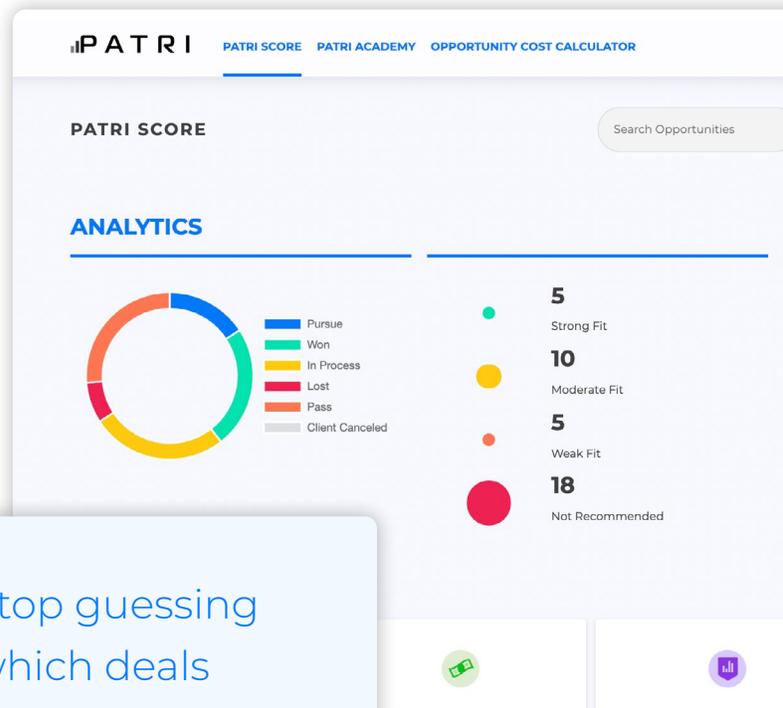
Companies are wasting too much time and money because they cannot efficiently and effectively qualify opportunities.

Patri ensures that your days of wild goose chases are over by providing:

- ✓ Customized (and custom-weighted) qualification criteria to determine your win probability.
- ✓ Calculator determining current and historical opportunity costs for pursuit.
- ✓ Dynamically updated strengths and weaknesses overview for each opportunity.
- ✓ A central dashboard that quantifies the impact of your company's sales opportunity pursuit efforts.

THE SOLUTION

Data-backed solutions to ensure that you focus on the deals that will drive your business forward-cutting wasted effort and money while increasing clarity.



Stop guessing
which deals
to go after.
Start knowing.

Underlying Wisdom:

In a world of scarcity, there is nothing more important than focusing on only what will drive your business forward.

The Before and After | From Hazy Hypotheses to Efficient Clarity

Data-backed conversations rooted in Opportunity Cost, Win Probability, and Fit Data are the conversations that will drive your business forward.

Before Patri

- Qualitative, emotional go/no-go decisions
- Fuzzy deal forecasting divorced from fit data
- Fluctuating win rates that are lower than they should be
- Team effort frequently wasted on poor-fit opportunities
- Cross-functional friction from unclear, qualitative decision criteria

After Patri

- Clear, quantitative data-backed go/no-go decisions
- Forecasting based on data such as win probabilities
- Higher, more stable win rates
- Go-to-market team effort concentrated on deals with the highest probability of winning
- More cross-team cohesion due to clearer, measurable decision criteria

“ARR [Annually Recurring Revenue] generated from strategic opportunities was pretty low. Since adopting Patri, ARR has gone way up because we’re smarter and more focused around a singular strategy and cutting out the noise.”



David Jones

Strategic Pursuits Manager, OpenGov

About Patri

Patri empowers companies to win smarter in complex industries through data-powered solutions and expert services. Patri delivers opportunity intelligence, enabling proposal, sales, capture, SE, and revenue ops teams to pursue the right opportunities, while avoiding the wrong ones, driving increased efficiency and win rates.

For more information visit Patri.io

Innovative Brands Win with Patri

