

November 2020: Toronto

Gary Collins of 4Growth joins Occulus as CSO to Accelerate Big Deal Wins

Occulus Inc, as part of its ongoing strategic focus in assisting companies in winning large/major sales opportunities is pleased to announce that effective November 01, 2020 Gary Collins, President of 4Growth Ltd, will join Occulus Inc as the Chief Sales Officer (CSO).

“We have worked with Gary and 4Growth for a number of years and have been very successful in helping sales organizations close their major deals.” stated Mel Harding, CEO of Occulus Inc., “To have Gary join Occulus as a senior member of the management team and continue to drive our customer focused sales activities is a major addition for Occulus. Gary’s experience and knowledge will be a huge asset to Occulus as we continue to deliver success to our customers through a measurable increase in the win rates for large/major deal.”

Gary has over 25 years of sales, sales management and business management experience in the high-tech industry with notable companies such as Apple, McAfee and NexInnovations and was successful in driving growth and market share.

“Over the past few years 4Growth identified Occulus as a key technology solution to differentiate and deliver success in winning important and big sales opportunities.” said Gary Collins, “Big deals can be a challenge in the sales pipeline, particularly if they aren’t closed. These deals can significantly skew forecasting and set unrealistic expectations. Our experience has shown that Occulus can and will have a measurable impact on WINNING these big deals. In every case, we’ve seen the win rate for big deals dramatically increase through the use of Occulus.” Gary also commented that “I’m most excited about the opportunity to join Occulus and make a difference for salespeople across North America.”

About 4Growth

4Growth Inc was launched in 2008 to focus on assisting organizations understand the extraordinary challenges in creating sustainable sales behaviours. 4Growth enjoys working to discover ways and means to move our clients’ business forward, to clear hurdles, to accept market challenges, to embrace the unknown and to find and build the right teams. 4Growth’s success has been in driving performance.

About Occulus

Occulus Inc manufactures and supports Occulus a SaaS based, 4-step predictive sales analysis tool, that breaks down complex selling campaigns into manageable components and provides a roadmap to secure the deal. Occulus analyzes your Must-Win-Deals to inform you of the probability that you win the deal and of it closing on time. Additionally, identifies what’s going right and/or wrong with your Must-Win-Deals and where you are at risk. Occulus provides a disciplined & structured approach to pursuing, qualifying and closing Must-Win-Deals.