

Membrain + WINS:

How B2B Sales Teams Scale Performance

Membrain has long been recognized as a powerful CRM and sales enablement platform, trusted by sales leaders worldwide to bring clarity and structure to their teams. However, the most effective sales tools deliver their greatest impact when paired with a proven sales methodology.

That's why Membrain partnered with James Rores and his WINS Model™ — to give sales teams the technology to manage deals, and the leadership framework to win them consistently.

“James is one of the most genuine people I’ve met. He lives his values, and WINS reflects those values. When you combine WINS with Membrain, you get a repeatable system that empowers reps to sell ethically, lead with confidence, and produce phenomenal results.”



Paul Fuller
Chief Revenue Officer



The Challenge

Sales teams have no shortage of tools, talent, or activity. What most lack is a proven standard, a shared methodology that turns effort into consistent results.

Even with Membrain's unmatched visibility and structure, without a buyer-centric framework, pipelines become crowded with unqualified deals, stalled opportunities, and forecasts that slip from month to month and quarter to quarter.

The Turning Point

That's where WINS came in. Built into Membrain, it cut through the noise and showed reps the fastest path to cash—no guessing, no gimmicks. Just a clear way to qualify, manage tension, and guide buyers through key stages.

Teams were able to use buyer-focused prompts, key questions, relevant business cases, and conversation frameworks that turned each activity into measurable progress—creating clarity, confidence, and a repeatable path to growth.

Before WINS + Membrain	After WINS + Membrain
Activity-heavy focus	Results-heavy focus
Driven by pressure and stress	Driven by trust and buying momentum
Inconsistent opportunity qualification	Reliable creation of internal champions
Sales expectations misaligned with buyer priorities	Buyer-focused prompts guiding reps at every stage
Unreliable deal and relationship progression	Reps always know where they are and what's next
Team success dependent upon a few high-achievers	Scalable systems empower every rep to lead with confidence
Unable to turn B-players into elite top performers	New hires ramp up in one-third the time

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The Transformation

Together, WINS and Membrain became more than just tools for their users. They became a reliable path to growth for every team member—they became growth multipliers.

With WINS guiding the process, sales teams are able to:

- 🚩 **4x** qualified opportunities entering the pipeline (i.e., always buyers)
- 🚩 **2x** win rates from qualified to closed (i.e., conversation scorecards)
- 🚩 Shrink average sales cycles by **34%** (i.e., faster access to decision makers)
- 🚩 **20 to 200%** increase in annual customer value (i.e., value selling)

Results That Speak For Themselves

Within weeks of using the system, sales leaders report cleaner pipelines, more confident reps, and more accurate forecasts.

- Old sales process cliffs, where deals typically stalled, are replaced by conversation guides that **build buying momentum**.
- Ambitious **new hires ramp up in one-third the time** with a clear path to becoming elite top performers.
- First-time sales managers have a system that makes their job easier, and helps them **standardize and teach** what they learned as top performers.

Paul Fuller explains that, like the promise of doubling revenue through an 8% improvement in your pipeline velocity, when WINS is embedded in Membrain, those shifts are no longer theoretical; they happen in real time, every day.

*“Using WINS to improve each of these metrics by just 8% per quarter will **double revenue in just three quarters**. That’s why James can confidently stand behind his guarantees. When you combine the right methodology with the right delivery platform, you position yourself to achieve what everyone else tells you is impossible.”*



Paul Fuller,
Chief Revenue Officer,
Membrain



Why It Worked

The power of this partnership lies in James' values-driven methodology. WINS isn't about more activity—it's about operating with more intentional, buyer-focused leadership.

By embedding WINS into Membrain, teams gain a system that combines a true servant leader-centric framework, daily prompts aligned with buyer behavior, and a shared structure for accountability and growth.

It's the ultimate win-win for any sales leader and team!

*"Too many sales teams mistake more activity for more progress. But activity without alignment only burns out reps and stalls deals. WINS gives salespeople **a clear path to lead with confidence, earn trust, and create results that last** — and when it's built into a platform like Membrain, that clarity becomes a powerful part of the team's daily rhythm."*



James Rores,
Founder of the WINS Model

"I have not seen a better combination than James and Membrain. James doesn't just build methodology. He lives it. You'll see personal and professional growth when you bring his approach into your sales organization. And when you combine that with a strong platform, the results are tremendous."



Paul Fuller,
Chief Revenue Officer,
Membrain

The Takeaway: Scaling Starts With Alignment

WINS isn't just training. Membrain isn't just a CRM. Together, they create a growth platform that helps sales leaders escape the transactional trap and scale performance with clarity, confidence, and control.

Ready to Build a Sales Team That Wins on Purpose?

Book a discovery call with James Rores and explore how WINS can transform your team.

[Book Today](#)