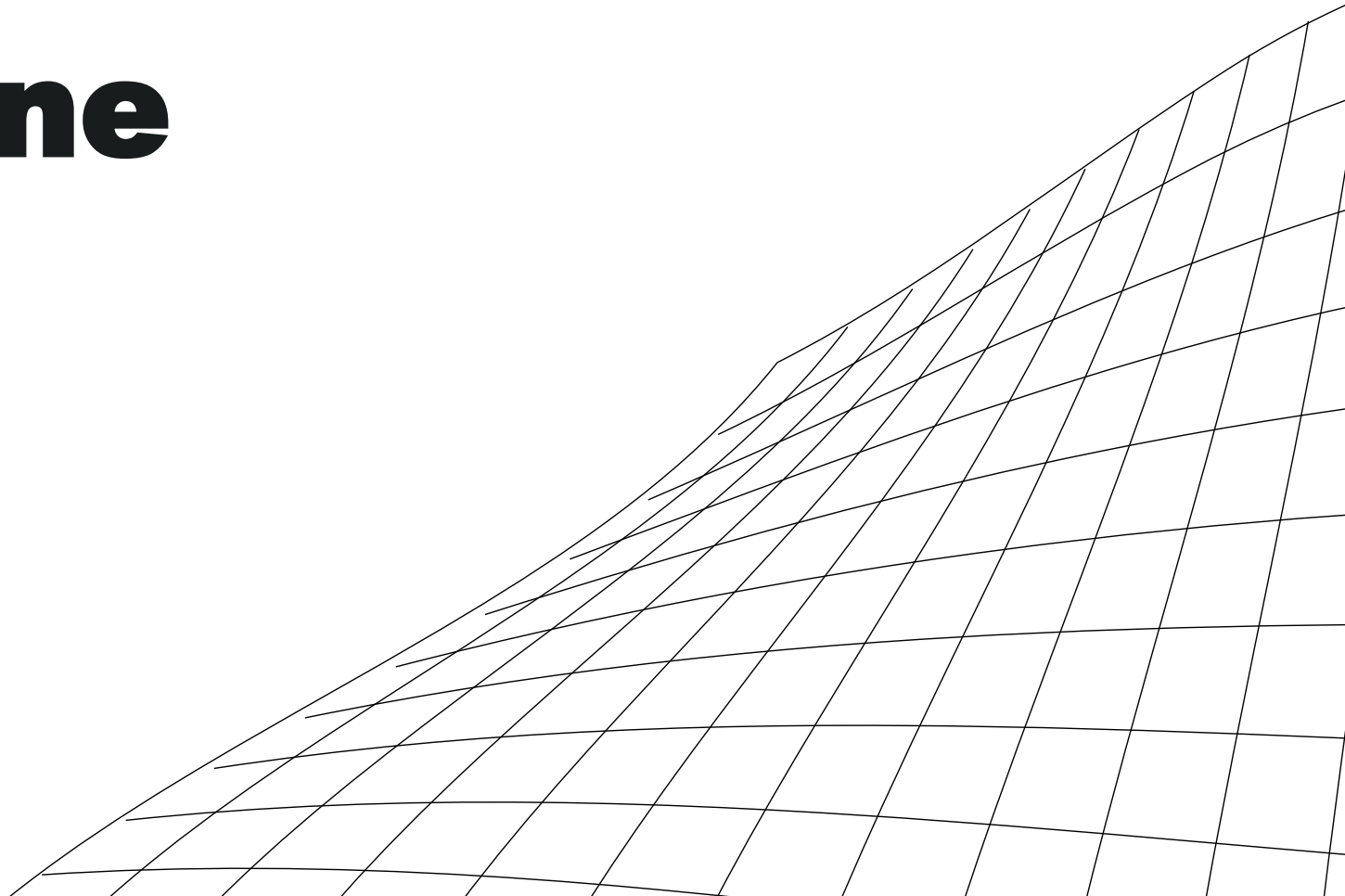
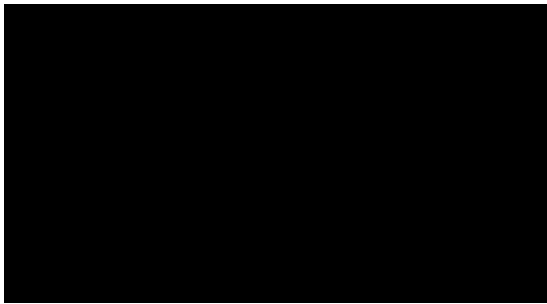




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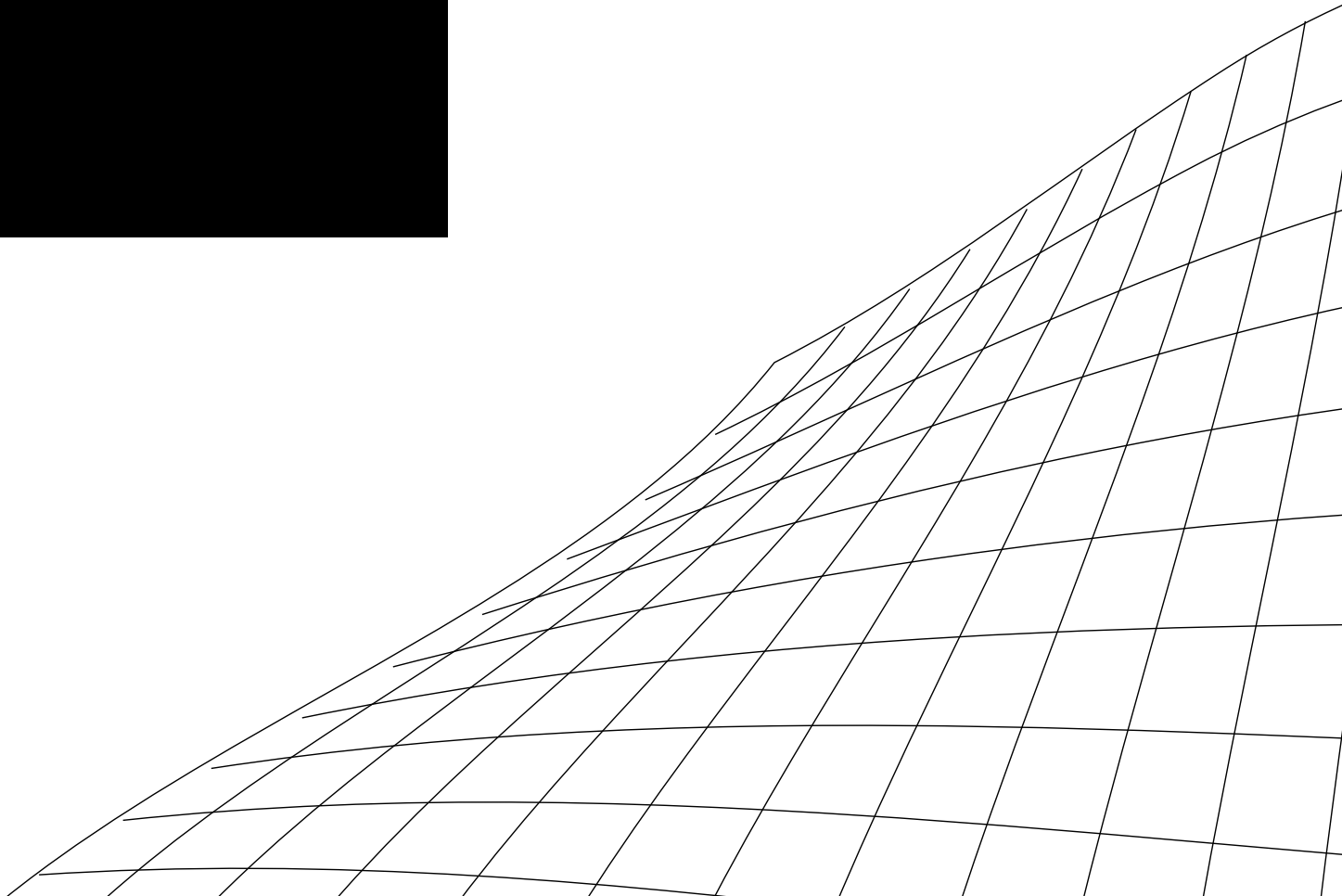
# Sales Pipeline Insights

Sales Operations





# September Insights



# Pipeline Insights

## Total Open Pipeline



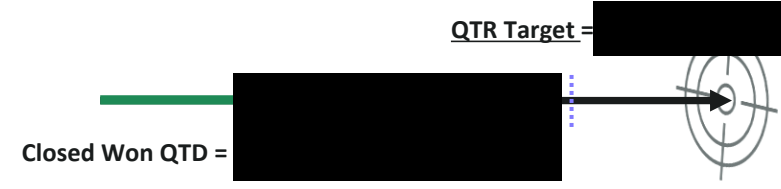
## Trending

vs. Last Month	▲ 2 MQL	▼ 5 SS2	▼ 1 SS3	▲ 1 win
vs. [Redacted]	▲ 1 MQL	▼ 6 SS2	▼ 4 SS3	▼ 2 win

## Closed Won (YTD)

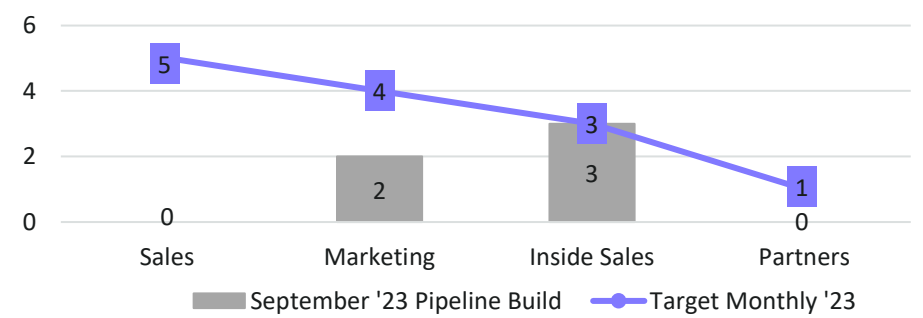


## Closed Won (QTD)



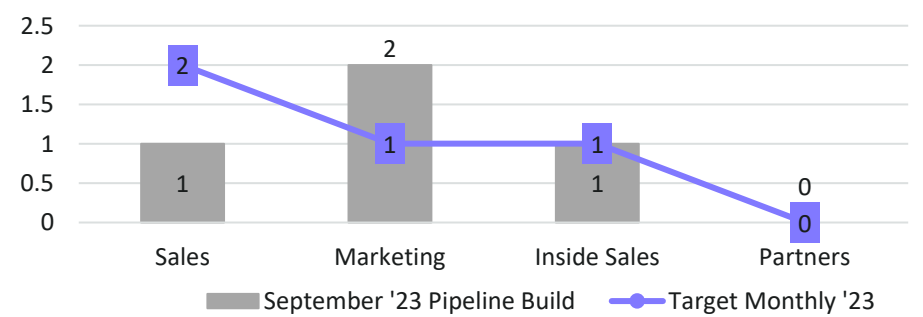
## Sales Motions: Monthly Targets vs. Pipeline Build

### SS2: Target vs. Pipeline Build



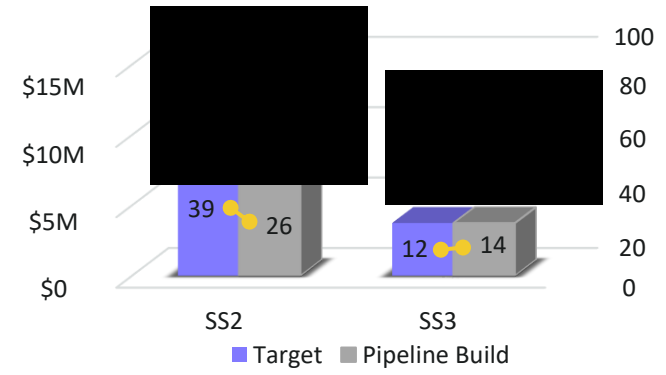
	\$	#
Sales	▼ [Redacted]	▼ 5
Marketing	▼ [Redacted]	▼ 2
Inside Sales	▲ [Redacted]	▲ 0
Partners	▼ [Redacted]	▼ 1
<b>Total SS2</b>	▼ [Redacted]	▼ 8

### SS3: Target vs. Pipeline Build



	\$	#
Sales	▼ [Redacted]	▼ 1
Marketing	▲ [Redacted]	▲ 1
Inside Sales	▼ [Redacted]	▼ 0
Partners	▼ [Redacted]	▼ 0
<b>Total SS3</b>	▼ [Redacted]	▼ 0

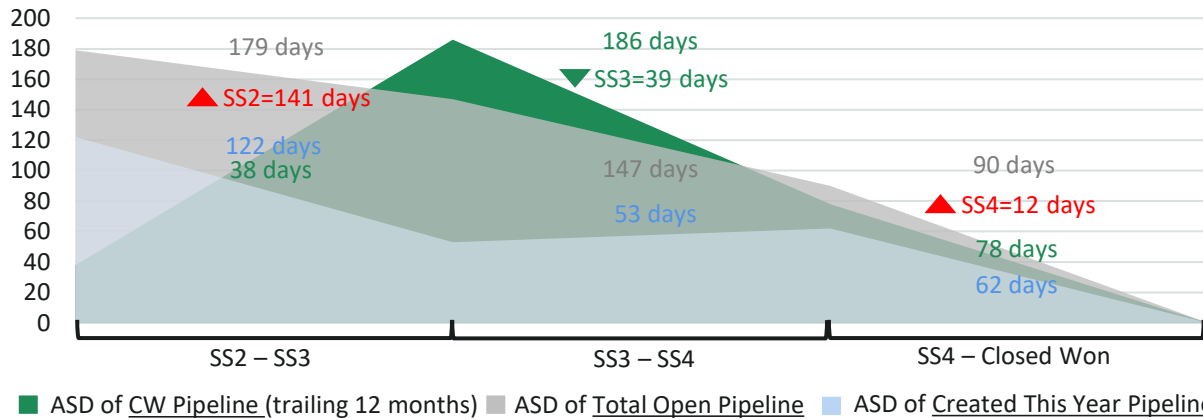
## Target vs. Pipeline Build (Trailing 3 Months)



	\$	#
SS2	▼ [Redacted]	▼ 13
SS3	▲ [Redacted]	▲ 2
<b>Total</b>		<b>3</b>

# Sales Cycle & Stage Conversion

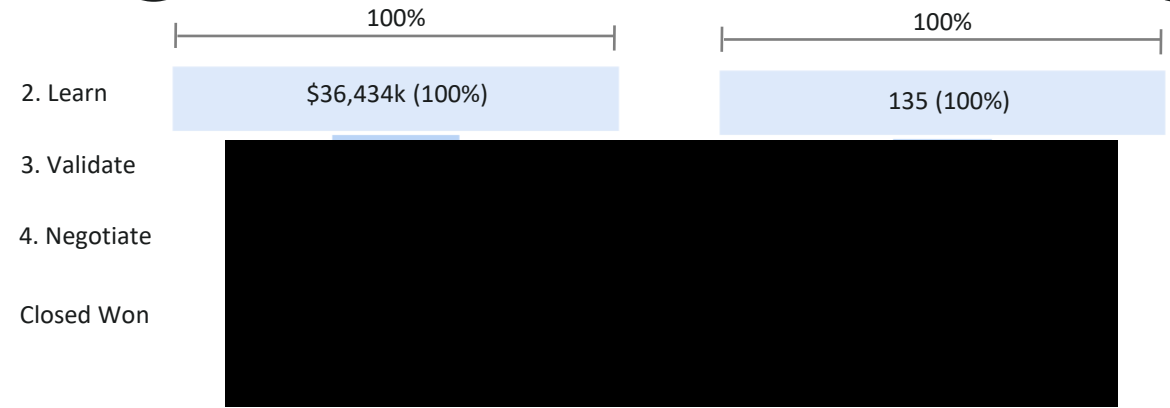
Sales Cycle Avg. Stage Duration (ASD)



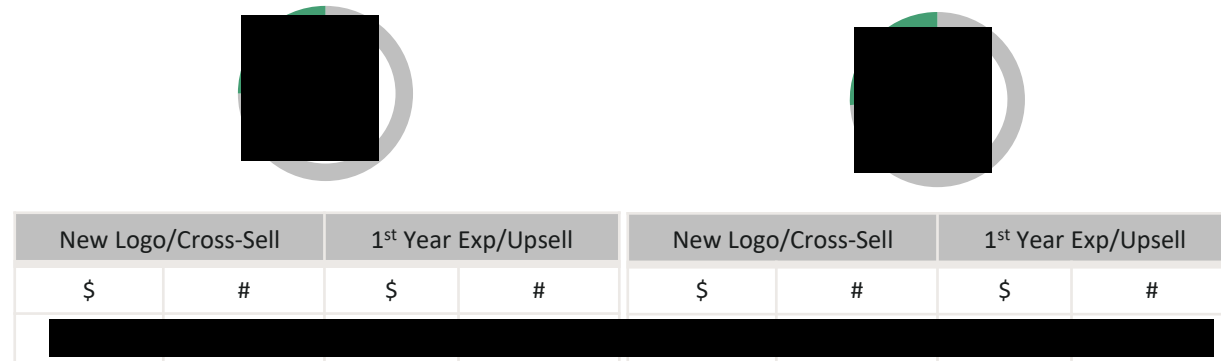
Review – Top 5 Largest Deals

Account	Opportunity Name	Opportunity Owner	Bookings	Stage	Review
		Eric Kim		SS3	~2 months longer than ASD! (avg = 186 days, this oppt = 245 days)
		Eric Kim		SS4	~3 months longer than ASD! (avg = 78 days, this oppt = 173 days)
		Chris Parlapiano		SS3	~5 months longer than ASD! (avg = 186 days, this oppt = 335 days)
		Erick Gargantiel		SS3	Within healthy ASD (avg = 186 days, this oppt = 39 days)
		Eric Kim		SS3	~6 months longer than ASD! (avg = 186 days, this oppt = 354 days)

Pipeline Conversion (trailing 12 months of Closed Won pipeline)



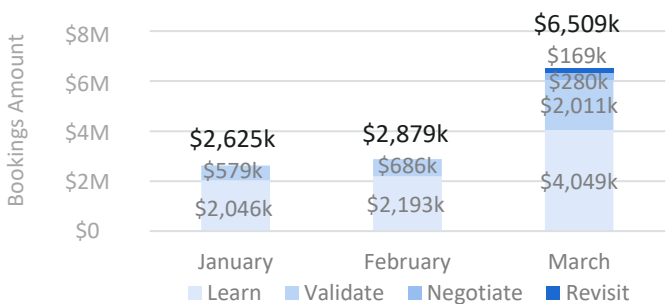
Stage 3+ Win Rate\* ('22FY & '23FY)



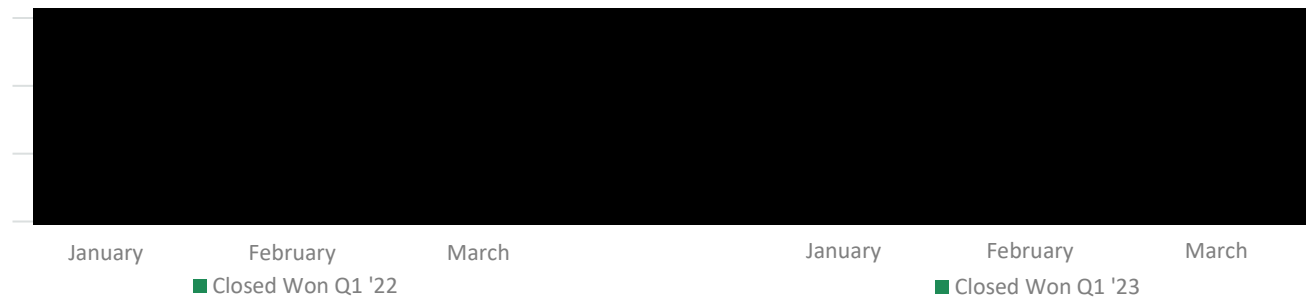
\*Stage 3+ wins/losses, excluding deals that were lost due to non-responsiveness and project cancellations

# Q1 '24 Pipeline Projections

Open Q1 Pipeline by Stage = \$12,013k



Closed Won Trend: Q1 '22 & Q1 '23



## Q1 '24 Projection Calculation

Avg. Outcomes (\$)

Qualified Out Retracted Stalled Progressed Closed Lost Closed Won

Pipeline Snapshot: 12 weeks prior to Q4-22 vs start of Q1-23, %

Pipeline Snapshot: 12 weeks prior to Q1-23 vs start of Q2-23, %

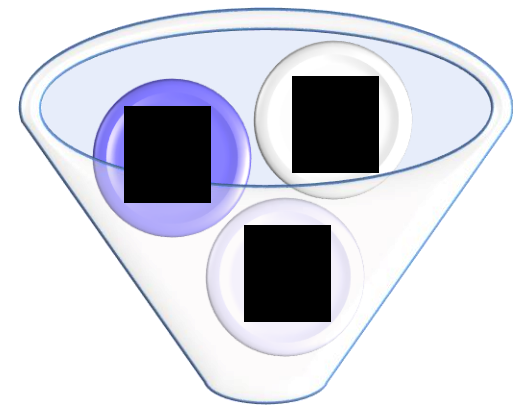
Pipeline Snapshot: 12 weeks prior to Q2-23 vs start of Q3-23, %

Pipeline Snapshot: 12 weeks prior to Q3-23 vs start of Q4-23, %

Pipeline Avg. Outcomes

Let's Apply Avg. to the start of Q1 '24 Open Pipeline

Qualified Out Retracted Stalled Progressed Closed Lost Closed Won



- Existing Pipeline Outcomes
- 3 months ahead of QTR start & Q1 '23 Pipeline Generated
- "Slips"

Considering pipeline behavior in the last 12 months, we'd project:

**Q1 Bookings =** [Redacted]

vs. Q1 Quota = [Redacted]

# Thank You

ALLVUE 

