

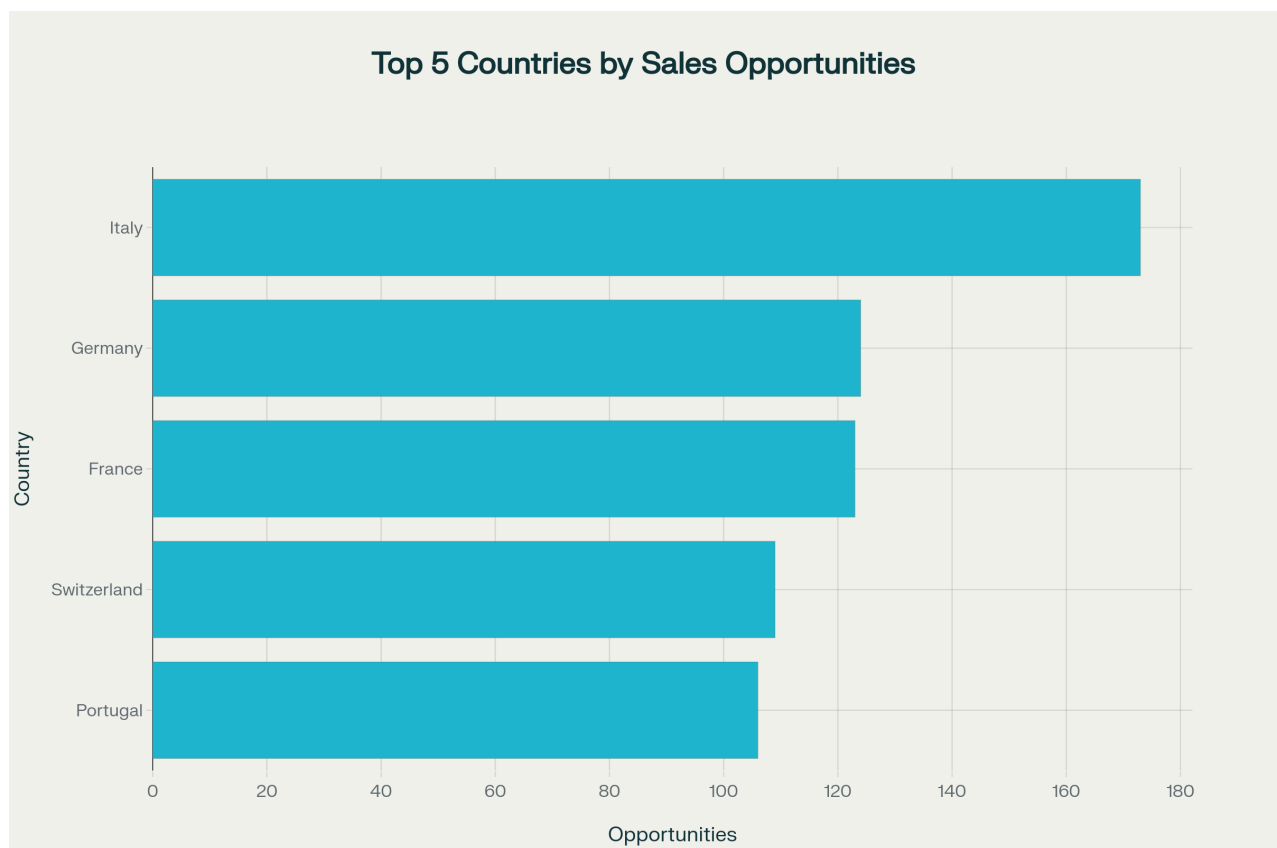
7-Slide Sales Pipeline Impact Deck

Slide 1 – Executive Summary

- 867 live opportunities worth **\$2.3 M** in total pipeline value
- Lead generation is strong; conversion to closed-won lags at **9.6%** vs. 15-25% industry benchmark
- Focus on high-volume countries and replicate high-win-rate practices to unlock a projected **25% revenue uplift**

Slide 2 – Pipeline Optimization: Top Markets

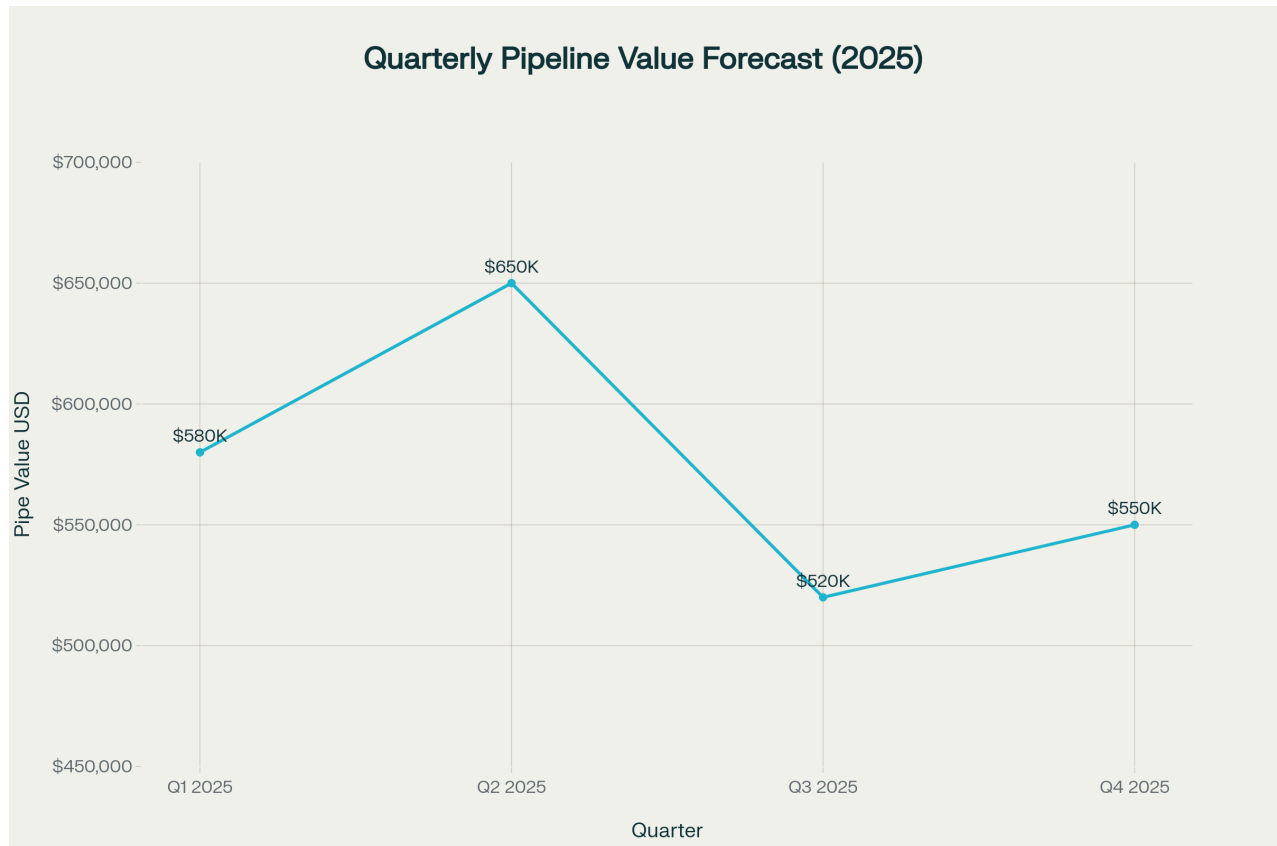
- Italy, Germany and France represent **55%** of all active deals
- Italy alone holds 173 opportunities—largest absolute growth lever
- Re-allocate resources toward these markets for fastest impact



Opportunities concentration in top European markets

Slide 3 – Revenue Forecast: 2025 Outlook

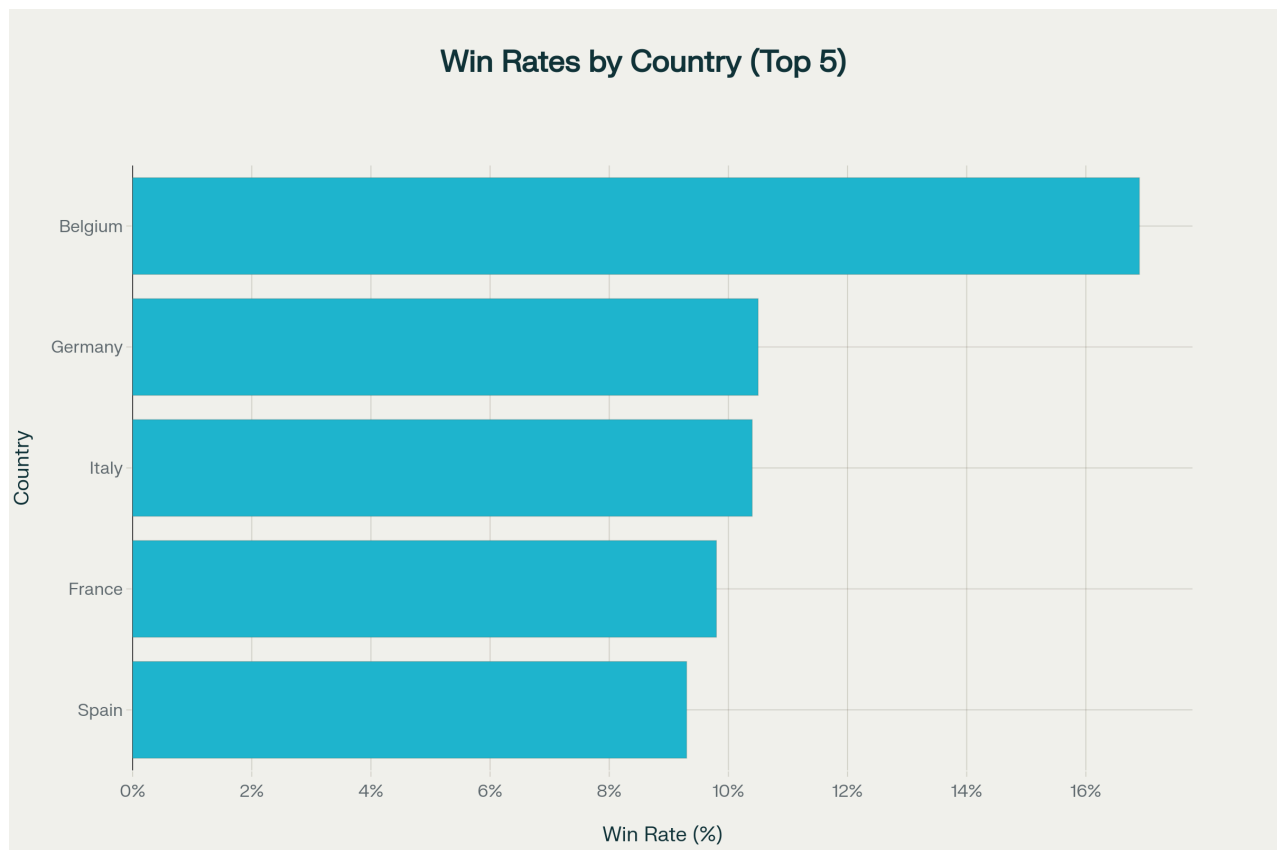
- Gross pipeline suggests **\$2.3 M** achievable this fiscal year
- Peak expected in **Q2 (\$650 K)**; monitor Q3 softness for mitigation
- Use real-time dashboards to track slippage and pull-in deals where possible



2025 pipeline value peaks in Q2

Slide 4 – Competitive Positioning: Win-Rate Benchmark

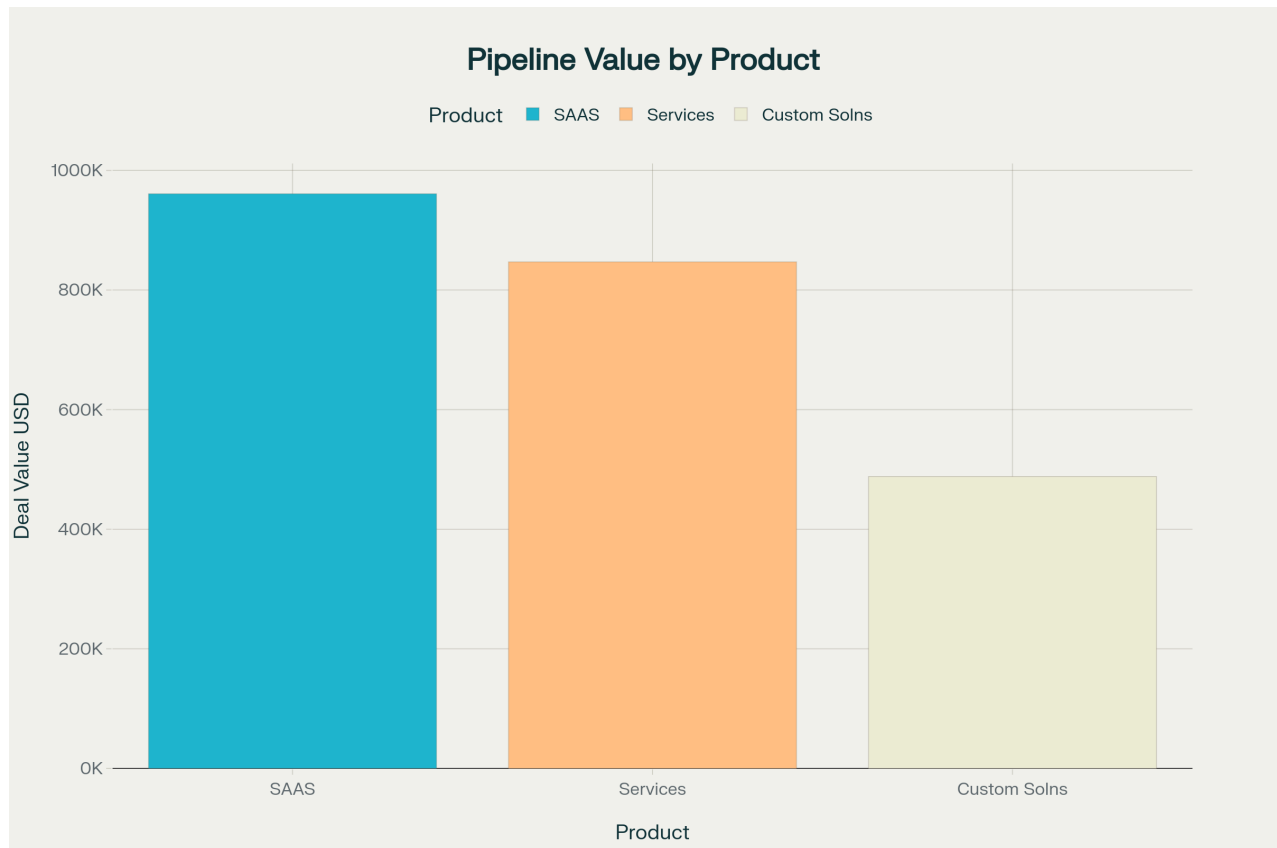
- Belgium's **16.9%** win rate proves internal best practices exist
- Germany and Italy underperform relative to opportunity size
- Standardize Belgium's closing tactics to raise global win rate by 2-3 pp



Belgium leads in win rate

Slide 5 – Product Portfolio Priorities

- **SAAS** drives the largest pipeline value at **\$961 K** (42%)
- Services present cross-sell potential; custom builds yield lowest ROI
- Prioritize SAAS upsell campaigns and targeted services bundles



SAAS drives largest pipeline value

Slide 6 – 30/90-Day Action Plan

Next 30 Days

- Deploy Belgium's playbook to German & Italian teams
- Shift 20% sales capacity toward Italy's pipeline
- Launch real-time forecast dashboard for leadership visibility

Next 90 Days

- Increase SAAS marketing spend tied to \$961 K pipeline
- Initiate Services cross-sell program to existing SAAS clients
- Implement structured win/loss analysis for continuous improvement

Slide 7 – Projected Outcomes

- **Revenue:** +25% via win-rate lift from 9.6% → 12%
- **Market Share:** Stronger foothold in Italy, Germany, France
- **Efficiency:** Optimized resource allocation and data-driven decisions
- **Alignment:** Product focus and competitive strategy grounded in analytics

