

Q1 Sales Performance Summary - Confidential Prepared for: Executive Leadership Team

Date: July 31, 2025 Overview: Q1 saw robust growth across key product lines, exceeding internal forecasts. Total Revenue: \$15.2 Million (20% increase over Q4 last year) New Customer Acquisition: 5,100 (15% increase) Average Deal Size: \$2,980 Customer Retention Rate: 92% Key Performance Indicators (KPIs) Tracked: - Total Revenue (MRR for recurring, ARR for annual contracts) - New Customer Acquisition Rate - Customer Churn Rate - Average Revenue Per User (ARPU) - Sales Cycle Length - Customer Lifetime Value (CLTV) Regional Performance: - North America: Strongest growth, particularly in SaaS subscriptions. - Europe: Steady performance, slight increase in professional services. - APAC: Emerging market, significant potential for Q2 expansion. Challenges: - Increased competition in SaaS market. - Longer sales cycles for enterprise clients. Opportunities: - Expansion into new APAC territories. - Launch of Product X in Q2. - Strategic partnerships to enhance market reach. Recommendations: - Allocate increased marketing budget to North America and APAC. - Invest in sales training to shorten enterprise sales cycles. - Explore AI-driven lead generation tools.