

What Actions Should Be Taken?

Recommended Actions

- Review forecasting approach

Based on the Largest Laggards:

- Review the Upsell sales motion for Strategic Accounts Marketing Channel
- Review the Renewal sales motion for Strategic Accounts Marketing Channel
- Review the New Logo sales motion from Social Channels

Largest Laggards

| ▲ Region | ◆ Type | ◆ Lead Source Standardized | ▲ PYV\$ | ▲ PYV% | ◆ Leaders and Lag |
|----------|----------|------------------------------|---------------|--------|-------------------|
| West | Upsell | Strategic Accounts Marketing | (\$7,755,166) | (90%) | Laggard |
| West | Renewal | Strategic Accounts Marketing | (\$3,743,061) | (91%) | Laggard |
| West | New Logo | Social | (\$1,817,251) | (89%) | Laggard |