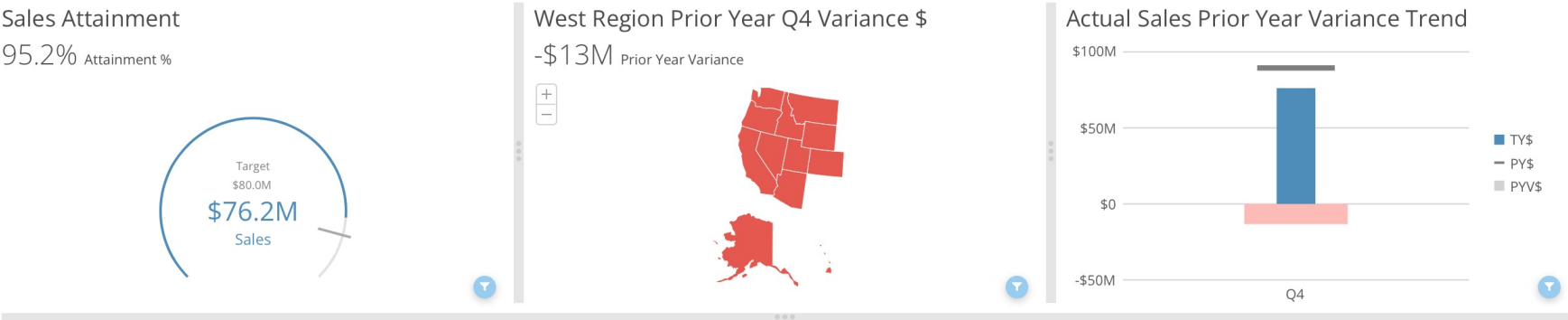


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Missed Q4 Target by \$-3.5M or -2.1% | Sales of \$76.2M are Under Prior Year by \$-13.3M or -14.8%



What Actions Should Be Taken?

Recommended Actions

- Review forecasting approach

Based on the Largest Laggards:

- Review the Upsell & Renewal sales motions 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 Laggards
West	Upsell	Strategic Accounts Marketing	(\$7,755,166)	(90%)	Laggard
West	Upsell	Unknown	(\$4,749,036)	(36%)	In the Middle
West	Renewal	Strategic Accounts Marketing	(\$3,743,061)	(91%)	Laggard
West	PoC	Unknown	(\$2,584,227)	(50%)	In the Middle
West	Renewal	Strategic Accounts Marketing	(\$1,647,354)	(68%)	Laggard