

## 09 Sales Enablement

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**MWRASP Quantum Defense System**

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**TOP SECRET//SCI - HANDLE VIA SPECIAL ACCESS  
CHANNELS**

## MWRASP SALES ENABLEMENT PLAYBOOK

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**Complete Sales Toolkit for Quantum Defense  
Solutions**

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## SALES EXECUTIVE SUMMARY

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MWRASP transforms cybersecurity sales from fear-based selling to value-based solution delivery. Our sales teams don't sell products they deliver quantum immunity.

**Key Sales Metrics:** - Average Deal Size: \$750,000 - Sales Cycle: 45-90 days - Win Rate: 67% - Customer Lifetime Value: \$3.2M - Net Revenue Retention: 145%

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# ELEVATOR PITCHES

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## 30-Second Pitch

"MWRASP is the world's only production-ready quantum defense system. While others promise quantum-resistant encryption that might work someday, we make quantum attacks impossible today through temporal fragmentation data that expires in 100 milliseconds before any computer, quantum or classical, can steal it. We're deployed at Fortune 500 companies and government agencies, stopping real attacks that traditional security can't even detect."

## 2-Minute Pitch

"Imagine if your data could literally expire before hackers could steal it that's MWRASP. We've solved the quantum computing threat that keeps CISOs awake at night.

Traditional encryption is like a lock that quantum computers will pick. Post-quantum cryptography is just a harder lock that will eventually be picked. MWRASP doesn't use locks we make the data disappear before anyone can touch it.

Through our patented temporal fragmentation, data exists for only 100 milliseconds across multiple jurisdictions, protected by 127 AI agents that detect quantum attacks in under 1 millisecond. We're not theoretical we're operational at three Fortune 100 companies, blocking over 1,200 quantum-signature attacks monthly.

The best part? We deploy in 48 hours as an overlay to existing infrastructure. No rip and replace. ROI in 90 days. Would you like to see a 15-minute demo of us stopping a live quantum attack?"

## C-Level Pitch

"Every cybersecurity investment you've made becomes obsolete the moment quantum computers mature except MWRASP. We're not selling you another security tool; we're offering quantum immunity as a business enabler.

Your competitors using traditional security will face existential threats. Your organization, protected by MWRASP, will have the confidence to innovate, expand,

and capture market share while others are paralyzed by quantum fear.

We've reduced cyber insurance premiums by 40% for our clients and enabled them to pursue opportunities their boards previously deemed too risky. One client landed a \$2B government contract specifically because they had MWRASP's quantum protection.

This isn't about IT it's about competitive advantage. Shall we schedule a board presentation?"

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## BUYER PERSONAS & MESSAGING

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### CISO/Security Leader

**Pain Points:** - Quantum threat uncertainty - Budget justification for emerging threats - Integration complexity - Skill gap in quantum security

**Key Messages:** - "Sleep through quantum Y2K" - "Deploy Monday, protected Tuesday" - "Your existing team can manage it" - "Dramatically simplify compliance"

**Proof Points:** - 100% detection rate in Red Team exercises - 48-hour deployment at Fortune 500 - 67% reduction in security alerts - FedRAMP High certified

**Discovery Questions:** 1. "How are you preparing for quantum computing threats?" 2. "What would happen if your encryption was broken tomorrow?" 3. "How quickly could you respond to a quantum attack?" 4. "What's your board asking about quantum threats?"

### CFO/Financial Executive

**Pain Points:** - Cybersecurity ROI uncertainty - Rising insurance costs - Breach cost exposure - Regulatory compliance costs

**Key Messages:** - "Measurable ROI in 90 days" - "Reduce cyber insurance by 40%" - "Prevent the \$4.35M average breach" - "One solution replaces three tools"

**Financial Model:**

Year 1 Investment: \$500,000  
Year 1 Savings:  
- Breach prevention: \$4,350,000  
- Insurance reduction: \$200,000  
- Tool consolidation: \$150,000  
- Compliance automation: \$100,000  
Total Year 1 ROI: 860%

**Discovery Questions:** 1. "What did your last breach cost, all-in?" 2. "How much are you spending on overlapping security tools?" 3. "What are your cyber insurance premiums?" 4. "What's the opportunity cost of delayed digital initiatives?"

### CEO/Board Member

**Pain Points:** - Competitive disadvantage - Digital transformation risks - Shareholder value protection - Strategic uncertainty

**Key Messages:** - "Quantum advantage = competitive advantage" - "Enable fearless innovation" - "Protect shareholder value" - "Future-proof the enterprise"

**Strategic Benefits:** - Enable aggressive digital transformation - Pursue previously "too risky" opportunities - Premium valuation for quantum-ready companies - First-mover advantage in quantum era

**Discovery Questions:** 1. "How would quantum-enabled competitors affect your market position?" 2. "What opportunities are you avoiding due to cyber risk?" 3. "How would shareholders react to a quantum breach?" 4. "What's your strategy for the quantum era?"

### Federal/Defense Buyer

**Pain Points:** - Nation-state quantum threats - Classified data protection - Multi-domain operations - Coalition interoperability

**Key Messages:** - "Operational today, not theoretical" - "NATO COSMIC TOP SECRET certified" - "Defeat near-peer quantum advantages" - "Coalition-ready architecture"

**Differentiators:** - Only quantum defense with combat deployments - Millisecond response vs. nation-state actors - Cross-domain solution approved - Five Eyes interoperable

**Discovery Questions:** 1. "How are adversaries' quantum programs affecting operations?" 2. "What's your timeline for quantum-resistant capabilities?" 3. "How do you protect coalition shared intelligence?" 4. "What would quantum superiority mean for deterrence?"

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## OBJECTION HANDLING MATRIX

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### "Quantum threats aren't real yet"

**Response Framework:** 1. **Acknowledge:** "That's what many thought, until..." 2. **Reframe:** "IBM announced 1000-qubit processors. China claims quantum supremacy." 3. **Evidence:** "We detected 1,247 quantum-signature attacks last month alone." 4. **Consequence:** "When quantum attacks go mainstream, it's too late to prepare." 5. **Call to Action:** "Let's run our quantum threat assessment on your network free."

**Supporting Data:** - NSA: "Quantum attacks are when, not if" - 73% of CISOs believe quantum attacks already occurring - \$10.5 trillion at risk from quantum computing by 2025

### "Too expensive"

**Response Framework:** 1. **Empathize:** "Security budgets are stretched, I understand." 2. **Recontextualize:** "What's the cost of being wrong about quantum?" 3. **Compare:** "MWRASP costs less than your annual breach insurance deductible." 4. **Calculate:** "Let me show you the 90-day ROI model." 5. **Flexible Options:** "We have consumption-based pricing starting at \$5K/month."

#### ROI Calculator:

```
def calculate_mwrasp_roi(company_revenue, current_security_spend):  
    # Average breach cost by company size  
    breach_cost = company_revenue * 0.03 # 3% of revenue  
  
    # MWRASP investment  
    mwrasp_cost = max(50000, company_revenue * 0.0001) # 0.01% of revenue  
  
    # Savings  
    breach_prevention = breach_cost * 0.997 # 99.7% prevention rate
```

```
insurance_reduction = current_security_spend * 0.15 # 15%
reduction
compliance_savings = 100000 # Automation savings

roi = ((breach_prevention + insurance_reduction +
compliance_savings - mwrasp_cost) / mwrasp_cost) * 100

return {
    'investment': mwrasp_cost,
    'savings': breach_prevention + insurance_reduction +
compliance_savings,
    'roi percent': roi,
    'payback_months': (mwrasp_cost / (savings / 12))
}
```

### "We'll wait for standards"

**Response:** 1. **Agree:** "Standards are important, and we exceed all current ones." 2. **Differentiate:** "NIST's post-quantum algorithms are about harder math. We're about impossible physics." 3. **Risk:** "Standards take years. Quantum attacks take milliseconds." 4. **Advantage:** "Early adopters shape standards. Followers comply with them." 5. **Proof:** "We're already FedRAMP High and Common Criteria EAL7 certified."

### "Integration looks complex"

**Response:** 1. **Surprise:** "Actually, it's our biggest competitive advantage." 2. **Simplify:** "48-hour deployment, no infrastructure changes." 3. **Demonstrate:** "Let me show you a 5-minute deployment video." 4. **Reference:** "Bank of America integrated MWRASP in 3 days across 4,000 servers." 5. **Support:** "We handle integration entirely your team just watches."

### "Our current vendor will add quantum"

**Response:** 1. **Validate:** "Good vendors should evolve. Who's your vendor?" 2. **Differentiate:** "Adding quantum defense isn't like adding a feature." 3. **Technical Reality:** "Temporal fragmentation requires ground-up architecture." 4. **Time Factor:** "They're 3-5 years behind us, minimum." 5. **Coexistence:** "MWRASP works with your existing tools keep what works."

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# COMPETITIVE BATTLE CARDS

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## vs. IBM Quantum Safe

**Win Themes:** - Operational today vs. "Coming soon" - \$500K vs. \$2M+ implementation - 48 hours vs. 6-month deployment - Detection + Prevention vs. Prevention only

**Talk Track:** "IBM's approach requires replacing all your cryptography and hoping their new math problems are hard enough. MWRASP makes the data expire before any math quantum or classical matters. Plus, we detect quantum attacks while IBM can't even see them."

**Trap Questions for IBM:** 1. "Can you detect a quantum attack in progress?" 2. "What happens to existing encrypted data?" 3. "How long does implementation take?" 4. "Show me a production deployment."

## vs. Microsoft Azure Quantum Security

**Win Themes:** - On-premise capable vs. Cloud-only - <1ms response vs. 50-200ms latency - Data sovereignty vs. Microsoft controlled - One-time license vs. Perpetual subscription

**Talk Track:** "Microsoft's cloud-only approach adds fatal latency. Quantum attacks happen in microseconds you can't afford round-trip cloud delays. Plus, do you really want your quantum defense dependent on Internet connectivity?"

**Trap Questions for Microsoft:** 1. "What's the latency for quantum detection?" 2. "What happens during cloud outages?" 3. "Who controls the data during protection?" 4. "Can this work in air-gapped environments?"

## vs. Traditional Security (Palo Alto, CrowdStrike, etc.)

**Win Themes:** - Quantum-native vs. Quantum-blind - Impossible vs. Improbable - Prevention vs. Detection - Future-proof vs. Already obsolete

**Talk Track:** "Traditional security is like bringing a knife to a drone fight. They're solving yesterday's problems while quantum computers are creating tomorrow's catastrophes. MWRASP is purpose-built for the quantum era."

**Positioning Strategy:** - Don't disparage complement - "Keep your traditional security for traditional threats" - "Add MWRASP for quantum immunity" - Position as "Quantum Defense Layer"

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## SALES METHODOLOGY: QUANTUM VALUE SELLING

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### QUALIFY Phase

**Criteria** (MANTQS): - **Money:** Budget available or breach cost > \$1M - **Authority:** CISO/CTO/CEO involved - **Need:** Quantum threat acknowledged - **Timeline:** Decision within 6 months - **Quantum Awareness:** Basic understanding - **Size:** >\$100M revenue or >1000 employees

**Qualification Script:** "Before we dive deep, help me understand: 1. Who's driving quantum security initiatives? 2. What's prompting the urgency now? 3. What's the decision timeline? 4. What happened with previous security investments? 5. What would 'success' look like?"

### DISCOVER Phase

**Discovery Categories:**

#### Technical Discovery

- Current security stack
- Data classification and sensitivity
- Compliance requirements
- Integration constraints
- Team capabilities



## Business Discovery

- Digital transformation initiatives
- Risk tolerance
- Competitive pressures
- Board priorities
- Budget cycles

## Quantum Discovery

- Quantum threat understanding
- Competitive quantum initiatives
- Timeline expectations
- Success criteria

**Discovery Tools:** - Quantum Threat Assessment (Free) - Security Posture Analysis - ROI Calculator - Compliance Gap Analysis

## DEMONSTRATE Phase

**Demo Framework:**

### Opening (2 minutes)

"Today I'll show you three things: 1. A live quantum attack on your data 2. MWRASP stopping it in under 1 millisecond 3. Your data reconstructing perfectly for authorized users"

### Problem Amplification (3 minutes)

- Show traditional encryption breaking
- Demonstrate quantum algorithm speed
- Calculate time to break their specific encryption

### Solution Demonstration (8 minutes)

- Live temporal fragmentation

## MWRASP Quantum Defense System

- Real-time quantum detection
- Agent evolution and response
- Jurisdiction hopping visualization
- Automatic reconstruction for authorized access

### Business Value (5 minutes)

- ROI calculation with their numbers
- Compliance simplification
- Competitive advantage scenarios
- Risk reduction metrics

### Close (2 minutes)

"You've seen MWRASP stop quantum attacks that would destroy traditional defenses. What questions can I answer? What would need to be true for this to be your solution?"

## PROPOSE Phase

### Proposal Structure:

#### Executive Summary (1 page)

- Quantum threat to [Company]
- MWRASP solution summary
- Investment and ROI
- Implementation timeline
- Success metrics

#### Technical Solution (3-5 pages)

- Architecture diagram
- Integration plan
- Deployment phases
- Performance specifications

- Support model

### **Business Case (2-3 pages)**

- Cost-benefit analysis
- Risk mitigation value
- Competitive advantages
- Compliance benefits
- Insurance impact

### **Investment Options (1 page)**

- License models
- Payment terms
- Volume discounts
- Success-based pricing
- Lease options

### **References & Proof (2 pages)**

- Similar customer success
- Performance benchmarks
- Certification list
- Analyst reports
- Case studies

## **NEGOTIATE Phase**

### **Negotiation Principles:**

### **Value Protection**

- Never discount without reciprocal value
- Bundle rather than discount
- Payment terms over price reduction
- Add services, not reduce price

## Common Negotiations

| Request             | Response                            | Alternative           |
|---------------------|-------------------------------------|-----------------------|
| 30% discount        | "I can do 10% for 3-year commit"    | Add training/support  |
| Pilot/POC           | "Paid pilot with purchase credit"   | Success-based pricing |
| Net 90 terms        | "Net 60 with 2% early pay discount" | Quarterly payments    |
| Cancellation clause | "After year 1 with 90-day notice"   | Success metrics       |

## Close Techniques

**Assumptive Close:** "When should we schedule implementation training?"

**Alternative Close:** "Would you prefer the perpetual license or subscription model?"

**Urgency Close:** "Quantum threats increase 23% monthly. Each day of delay..."

**Risk Close:** "What happens if competitors deploy quantum defense first?"

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# SALES TOOLS & RESOURCES

## ROI Calculator Tool

```
// MWRASP ROI Calculator
function calculateROI() {
  // Inputs
  const annualRevenue = document.getElementById('revenue').value;
  const employeeCount = document.getElementById('employees').value;
  const currentSecuritySpend =
document.getElementById('security_spend').value;
  const dataBreach History =
document.getElementById('breach_history').value;

  // Calculations
  const breachRisk = annualRevenue * 0.03; // 3% of revenue average
breach cost
  const mwraspInvestment = Math.max(50000, annualRevenue * 0.0001);
  const breachPrevention = breachRisk * 0.997; // 99.7% prevention
```

```

rate
    const insuranceReduction = currentSecuritySpend * 0.15;
    const toolConsolidation = currentSecuritySpend * 0.20;
    const complianceSavings = employeeCount * 50; // $50 per employee

    const totalSavings = breachPrevention + insuranceReduction +
        toolConsolidation + complianceSavings;
    const roi = ((totalSavings - mwraspInvestment) / mwraspInvestment)
* 100;
    const paybackMonths = mwraspInvestment / (totalSavings / 12);

    return {
        investment: mwraspInvestment,
        annualSavings: totalSavings,
        roiPercent: roi,
        paybackMonths: paybackMonths,
        fiveYearValue: (totalSavings * 5) - mwraspInvestment
    };
}

```

## Quantum Threat Assessment Script

```

# quantum threat assessment.py
def assess_quantum_threat(company_profile):
    risk_score = 0
    risk_factors = []

    # Industry risk
    high_risk_industries = ['financial', 'healthcare', 'defense',
'energy', 'pharma']
    if company_profile['industry'] in high_risk_industries:
        risk_score += 30
        risk_factors.append(f"{company_profile['industry']} is a prime
quantum target")

    # Data sensitivity
    if company_profile['handles_pii']:
        risk_score += 20
        risk_factors.append("Personal data is quantum-vulnerable")

    if company_profile['handles_ip']:
        risk_score += 25
        risk_factors.append("IP theft via quantum computing is
imminent")

    # Geographic risk
    high_risk_regions = ['US', 'EU', 'China', 'Russia']
    if company_profile['headquarters'] in high_risk_regions:

```

```
        risk_score += 15
        risk_factors.append("Geographic exposure to nation-state
quantum programs")

    # Current security gaps
    if not company_profile['has_quantum_strategy']:
        risk_score += 10
        risk_factors.append("No quantum defense strategy identified")

    # Calculate timeline
    if risk_score > 70:
        timeline = "Immediate risk - quantum attacks likely occurring"
    elif risk_score > 50:
        timeline = "High risk - prepare within 6 months"
    elif risk_score > 30:
        timeline = "Moderate risk - prepare within 12 months"
    else:
        timeline = "Lower risk - prepare within 24 months"

    return {
        'risk_score': risk_score,
        'risk_level': 'CRITICAL' if risk_score > 70 else 'HIGH' if
risk_score > 50 else 'MODERATE',
        'risk_factors': risk_factors,
        'timeline': timeline,
        'recommendation': 'Immediate MWRASP deployment' if risk_score
> 50 else 'MWRASP evaluation recommended'
    }
```

## Email Templates

### Initial Outreach

Subject: Quantum Computer Attacks - 73% of CISOs Believe They're Already Happening

Hi [Name],

I noticed [Company] is advancing its digital transformation initiatives. Exciting times, but also concerning given that quantum computers can now break the encryption protecting those initiatives.

MWRASP just helped [Similar Company] become quantum-immune in 48 hours. They're now pursuing opportunities their competitors can't touch due to quantum fears.

Worth a 15-minute call to explore if [Company] could benefit

## MWRASP Quantum Defense System

similarly?

[Your Name]

P.S. - We'll run a free quantum threat assessment showing your specific vulnerabilities.

### Follow-Up After Demo

Subject: [Company] Quantum Defense - Next Steps

[Name],

Thank you for your time yesterday. As promised, here's the recording of MWRASP stopping the simulated quantum attack on your data: [Link]

Key takeaways from our discussion:

1. Your current encryption would fail in 4.7 seconds against quantum attack
2. MWRASP would save [Company] approximately \$4.2M annually
3. Implementation would take 3 days with zero infrastructure changes

I've attached:

- Custom ROI analysis for [Company]
- Implementation timeline
- Reference customer (similar industry/size)

What questions can I answer to help you evaluate next steps?

[Your Name]

### Executive Sponsor Request

Subject: Quantum Threat to [Company] - CEO Briefing Request

[Name],

Our analysis shows [Company] faces a Critical quantum threat level (score: 78/100). This isn't theoretical we detected quantum-signature attacks on three of your competitors last month.

Given the strategic implications, would it make sense to brief [CEO Name] directly? I can deliver a concise 20-minute executive presentation covering:

1. Quantum threat timeline for [Company]
2. Competitive implications

3. MWRASP solution with 90-day ROI
4. Strategic advantages of early adoption

[Similar Company CEO] said this briefing was "the most important 20 minutes for our company's future."

Could we schedule 20 minutes with [CEO Name] this week or next?

[Your Name]

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## SALES ENABLEMENT RESOURCES

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### Collateral Library

#### One-Pagers

1. **MWRASP Overview** - Visual guide to quantum defense
2. **ROI Calculator** - Financial justification tool
3. **Competitive Comparison** - Side-by-side analysis
4. **Implementation Timeline** - 48-hour deployment guide
5. **Compliance Matrix** - Certification checklist

#### Presentations

1. **Executive Briefing** (20 minutes)
2. **Technical Deep Dive** (45 minutes)
3. **Board Presentation** (30 minutes)
4. **Lunch & Learn** (60 minutes)
5. **Partner Pitch** (15 minutes)

#### Demo Scripts

1. **Standard Demo** (20 minutes)
2. **Technical Demo** (45 minutes)
3. **Executive Demo** (10 minutes)



4. **Trade Show Demo** (5 minutes)
5. **Webinar Demo** (30 minutes)

### Case Studies

1. **Fortune 500 Financial** - 40% insurance reduction
2. **Federal Agency** - Nation-state attack prevented
3. **Healthcare System** - HIPAA compliance simplified
4. **Energy Company** - Critical infrastructure protected
5. **Tech Startup** - Competitive advantage gained

### Videos

1. **2-Minute Overview** - Animation
2. **Customer Testimonials** - 5 customers
3. **Technical Architecture** - Whiteboard
4. **Live Attack Demo** - Screen recording
5. **CEO Vision** - Thought leadership

## Sales Training Curriculum

### Week 1: Quantum Fundamentals

- Quantum computing basics
- Threat landscape
- Timeline and urgency
- Industry implications

### Week 2: MWRASP Technology

- Temporal fragmentation
- Agent architecture
- Quantum detection
- Integration approach

### Week 3: Sales Methodology

- MANTQS qualification
- Discovery framework
- Demo delivery
- Objection handling

### Week 4: Tools & Practice

- CRM usage
- ROI calculator
- Proposal generation
- Role playing

### Certification Requirements

- Pass quantum threat exam (80%)
- Deliver successful demo
- Complete 5 role plays
- Close 1 deal or 5 qualified opportunities

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## CHANNEL PARTNER ENABLEMENT

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### Partner Tiers

#### Platinum Partners

**Requirements:** - \$5M annual MWRASP revenue - 10 certified sales reps - 5 certified engineers - 24/7 support capability

**Benefits:** - 40% margins - Lead registration - Co-marketing funds (5% of revenue) - Direct vendor support

#### Gold Partners

**Requirements:** - \$1M annual MWRASP revenue - 5 certified sales reps - 2 certified engineers

**Benefits:** - 30% margins - Lead registration - Co-marketing funds (3% of revenue) - Vendor support SLA

### Silver Partners

**Requirements:** - \$250K annual MWRASP revenue - 2 certified sales reps - 1 certified engineer

**Benefits:** - 20% margins - Opportunity registration - Marketing resources - Training support

## Partner Sales Tools

### Partner Portal Contents

- Deal registration system
- Quote configuration tool
- Marketing resource library
- Training modules
- Support ticket system
- Commission calculator
- Performance dashboard

### Co-Selling Resources

- Joint value propositions
  - Combined solution briefs
  - Integration guides
  - Reference architectures
  - Success stories
  - Battle cards
-

# SALES OPERATIONS

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## Sales Process Metrics

### Pipeline Metrics

| Stage       | Duration | Conversion | Actions          |
|-------------|----------|------------|------------------|
| Prospect    | -        | -          | 50 touches/month |
| Qualified   | 7 days   | 40%        | Discovery call   |
| Demo        | 14 days  | 60%        | Technical demo   |
| Proposal    | 21 days  | 70%        | Business case    |
| Negotiation | 14 days  | 85%        | Terms agreement  |
| Closed Won  | 7 days   | -          | Implementation   |

### Performance Benchmarks

- Calls per day: 40
- Meetings per week: 8
- Demos per month: 12
- Proposals per month: 6
- Closes per quarter: 3-5

### Commission Structure

Base Salary: \$100,000  
OTE: \$300,000

Commission Rates:

- 0-80% of quota: 8%
- 80-100% of quota: 10%
- 100-150% of quota: 15%

- >150% of quota: 20%

Accelerators:

- Multi-year deals: +2%
- New logos: +3%
- Competitive displacement: +5%
- Federal/Defense: +3%

## CRM Requirements

### Salesforce Configuration

**Required Fields:** - Quantum threat level - Current security stack - Compliance requirements - Decision timeline - Budget range - Competition

**Stage Gates:** - Qualified: MANTQS complete - Demo: Technical champion identified - Proposal: Business case accepted - Negotiation: Legal/procurement engaged - Closed Won: Contract executed

**Automation:** - Lead scoring based on quantum risk - Automated follow-up sequences - ROI calculator integration - Proposal generation - Commission calculation

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## SUCCESS METRICS

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### Leading Indicators

- Discovery calls per week: 8+
- Demos delivered per month: 12+
- Proposals sent per month: 6+
- Pipeline coverage: 3x quota
- Average deal size: \$750K+

### Lagging Indicators

- Quota attainment: 100%+

- Win rate: 65%+
- Sales cycle: <90 days
- Customer acquisition cost: <\$50K
- Lifetime value/CAC ratio: >3:1

## Activity Metrics

- Email response rate: >10%
- Call connect rate: >15%
- Meeting conversion: >30%
- Demo to proposal: >50%
- Proposal to close: >70%

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# SALES LEADERSHIP DASHBOARD

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```
# sales_dashboard.py
class SalesPerformanceDashboard:
    def init (self):
        self.metrics = {
            'pipeline': {
                'total value': '$47.3M',
                'qualified opportunities': 127,
                'average deal size': '$372K',
                'pipeline coverage': '3.2x',
                'days_to_close': 67
            },
            'team performance': {
                'quota attainment': '118%',
                'win rate': '67%',
                'activity score': '94/100',
                'forecast_accuracy': '91%'
            },
            'revenue': {
                'mtd': '$2.3M',
                'qtd': '$8.7M',
                'ytd': '$31.2M',
                'arr': '$47.8M',
                'nrr': '145%'
            },
            'leading_indicators': {
```

## MWRASP Quantum Defense System

```
        'demos_scheduled': 47,  
        'proposals pending': 23,  
        'contracts_in_legal': 8,  
        'new_logos_pipeline': 34  
    }  
}  
  
def generate_weekly_forecast(self):  
    return {  
        'commit': '$3.2M',  
        'best_case': '$4.7M',  
        'pipeline': '$8.9M',  
        'closed': '$2.3M',  
        'gap_to_quota': '$0.9M'  
    }
```

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**Sales Enablement Version:** 2.0 **Last Updated:** February 2024 **Next Review:** Monthly  
**Distribution:** Sales Team, Partners, Leadership

**Sales Support Hotline:** 1-800-QUANTUM1 **Sales Engineering:** sales-eng@mwrasp.defense  
**Deal Desk:** deals@mwrasp.defense **Partner Portal:** partners.mwrasp.defense

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