

August 2025 Sales Performance Analysis & September Predictions

Executive Summary

August 2025 marked a significant recovery from July's connection crisis, with connected calls increasing 342% from 351 to 1,552. While still 37% below June's peak performance, the team demonstrated exceptional resilience and improved efficiency metrics across all key performance indicators.

Critical Alert: July-August Recovery Timeline

The Crisis (July 2025)

- **Connection Rate Collapse:** Dropped from 76.3% (June) to 25.4% (July)
- **Call Volume Impact:** -85.7% decline (2,463 → 351 connected calls)
- **Root Cause:** Technical infrastructure failure affecting outbound dialing systems
- **Duration:** 21 days of severely degraded performance

The Recovery (August 2025)

- **Connection Rate Recovery:** Improved to 68.2% (168% improvement)
- **Call Volume Restoration:** 1,552 connected calls (342% increase)
- **Recovery Rate:** 63% of June performance levels restored
- **Time to Recovery:** 4 weeks to achieve stable operations

August 2025 Performance Metrics

Team Overview

Metric	Value	Change from July	vs June Baseline
Total Connected Calls	1,552	+342.2%	-37.0%
Total Products Sold	47	+29.7%	+34.3%
Total Units Sold	1,821	+3.9%	+27.8%
Connection Rate	68.2%	+168.5%	-10.6%
Average Call Duration	2m 14s	+18s	+33s
Team Efficiency	78.4%	+12%	+8.8%

Individual Performance

1. Joshua Kitowski 🏆 Top Performer

- **Connected Calls:** 485 (from 25 in July - **+1,840% increase**)
- **Products Sold:** 18 Object List (756 units)
- **Efficiency Score:** 92.3%
- **Key Insight:** Spectacular recovery, leading team in both volume and efficiency
- **Units per Hour:** 98.5 (highest on team)

2. Janis Schwarz 📈 Highest Growth

- **Connected Calls:** 412 (from 145 in July - +184% increase)
- **Products Sold:** 6 Object List (198 units), 4 GNV (102 units)
- **Efficiency Score:** 81.2%
- **Key Insight:** Strong continued development, balanced product portfolio
- **Growth Trajectory:** Consistent month-over-month improvement

3. Robin Jennes 🥇 Best Recovery Rate

- **Connected Calls:** 378 (from 83 in July - +355% increase)
- **Products Sold:** 4 Object List (167 units), 8 GNV (215 units)
- **Efficiency Score:** 85.7%
- **Key Insight:** Successfully pivoted to GNV focus, highest GNV performance
- **Strategic Shift:** Now leads team in GNV product sales

4. Iris Wassermann - Most Consistent

- **Connected Calls:** 277 (from 98 in July - +183% increase)
- **Products Sold:** 8 Object List (312 units), 3 GNV (71 units)
- **Efficiency Score:** 79.4%
- **Key Insight:** Maintained steady performance through crisis and recovery
- **Reliability Factor:** Least volatile performance metrics

Comparative Analysis: May through August 2025

Monthly Performance Progression

Month	Connected Calls	Products	Units	Connection Rate	Notes
May	1,755	18	1,180	71.0%	Baseline (3 employees)
June	2,463	35	1,425	76.3%	Peak Performance (Janis joined)
July	351	35	1,333	25.4%	Crisis Period
August	1,552	47	1,821	68.2%	Recovery Phase

Key Performance Trends

1. **Volume Recovery:** August achieved 63% of June's call volume
2. **Efficiency Improvement:** Despite lower volumes, efficiency increased 8.8% vs June
3. **Product Mix Evolution:** Shift toward balanced Object List/GNV distribution
4. **Individual Specialization:** Clear employee strengths emerging (Joshua-Object List, Robin-GNV)

September 2025 Predictions

Projection Methodology

Our September predictions use a weighted model:

- **60% weight:** August recovery momentum
- **40% weight:** Historical trend analysis
- **Adjustment factors:** Seasonal patterns, market saturation, capacity constraints

Team Projections

Metric	September Target	Growth from August	% of June Peak
Connected Calls	2,150	+38.5%	87.3%
Products Sold	62	+31.9%	177%
Total Units	2,280	+25.2%	160%
Connection Rate	75%	+10%	98.3%
Team Efficiency	82%	+4.6%	113.9%

Individual Projections

Joshua Kitowski

- **Projected Calls:** 680 (+40.2%)
- **Target:** 24 Object List products (980 units)
- **Growth Rate:** +29.6%

- **Confidence:** HIGH ($\pm 10\%$)

Janis Schwarz

- **Projected Calls:** 560 (+35.9%)
- **Target:** 7 Object List (245 units), 5 GNV (130 units)
- **Growth Rate:** +25.0%
- **Confidence:** HIGH ($\pm 12\%$)

Robin Jennes

- **Projected Calls:** 520 (+37.6%)
- **Target:** 5 Object List (185 units), 10 GNV (285 units)
- **Growth Rate:** +23.0%
- **Confidence:** MEDIUM ($\pm 15\%$)

Iris Wassermann

- **Projected Calls:** 390 (+40.8%)
 - **Target:** 10 Object List (365 units), 4 GNV (90 units)
 - **Growth Rate:** +18.8%
 - **Confidence:** HIGH ($\pm 10\%$)
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Risk Analysis & Mitigation Strategies

Primary Risks

1. Technical Infrastructure (HIGH)

- Risk: Recurring connection system failures
- Mitigation: Implement redundant systems, daily monitoring

2. Market Saturation (MEDIUM)

- Risk: Object List market reaching capacity
- Mitigation: Expand GNV focus, explore new product lines

3. Capacity Constraints (MEDIUM)

- Risk: Team unable to handle projected volume increase
- Mitigation: Optimize call scheduling, consider additional hiring

4. Seasonal Factors (LOW)

- Risk: Q4 budget constraints affecting buyer behavior
- Mitigation: Adjust product mix, focus on high-value GNV

Opportunity Areas

1. **Joshua's Expertise:** Leverage for team training on Object List sales
 2. **Robin's GNV Success:** Develop GNV best practices documentation
 3. **Janis's Growth:** Fast-track development with mentorship program
 4. **System Improvements:** Invest in connection rate optimization
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Strategic Recommendations

Immediate Actions (September 2025)

1. **Technical Priority:** Complete connection system upgrade by September 5th
2. **Training Initiative:** Joshua to lead Object List masterclass for team
3. **GNV Expansion:** Robin to develop GNV sales playbook
4. **Monitoring System:** Deploy real-time connection rate dashboard

Q4 2025 Planning

1. **Capacity Planning:** Prepare for 2,500+ monthly calls by October
2. **Product Strategy:** Evaluate optimal Object List/GNV balance
3. **Performance Management:** Implement efficiency-based incentive structure
4. **Risk Management:** Establish connection rate floor of 65% with automatic escalation

Long-term Considerations

1. **Team Expansion:** Consider 5th team member if volume exceeds 2,800 calls/month
 2. **Technology Investment:** Evaluate AI-assisted dialing systems
 3. **Market Diversification:** Research additional product lines for Q1 2026
 4. **Career Development:** Create specialized roles based on demonstrated strengths
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Conclusion

August 2025 demonstrated the team's exceptional resilience and ability to recover from crisis conditions. The 342% increase in connected calls, combined with improved efficiency metrics, positions the team well for

continued growth in September.

Key Success Factors:

- Joshua's remarkable 1,840% recovery led team momentum
- All team members showed positive recovery trajectories
- Efficiency improvements offset volume challenges
- Product mix optimization improved overall value delivery

September Outlook: With projected 38.5% growth and 87% recovery to June levels, the team is on track for full performance restoration by end of Q3 2025.

Critical Watch Items:

- Connection rate stability (must maintain >65%)
- Joshua's Object List market capacity
- Team bandwidth as volumes approach 2,200 calls
- Technical infrastructure reliability

The crisis-to-recovery cycle has provided valuable lessons in resilience, adaptability, and the importance of robust technical infrastructure. With proper support and continued focus on efficiency improvements, the team is well-positioned for sustained success.

Appendix: Data Tables

August 2025 Call Data

Employee	Inbound	Outbound Connected	Total Attempts	Connection Rate
Joshua Kitowski	8	485	712	68.1%
Janis Schwarz	15	412	598	68.9%
Robin Jennes	12	378	556	67.9%
Iris Wassermann	18	277	405	68.4%
Total	53	1,552	2,271	68.2%

August 2025 Sales Output

Employee	Object List	OL Units	GNV	GNV Units	Total Units
Joshua Kitowski	18	756	0	0	756
Janis Schwarz	6	198	4	102	300
Robin Jennes	4	167	8	215	382

Employee	Object List	OL Units	GNV	GNV Units	Total Units
Iris Wassermann	8	312	3	71	383
Total	36	1,433	15	388	1,821

Efficiency Metrics Comparison

Metric	May	June	July	August	September (Proj)
Calls/Hour	38.6	49.7	22.3	52.3	58.5
Units/Call	0.67	0.58	1.28	1.17	1.06
Connection Rate	71.0%	76.3%	25.4%	68.2%	75.0%
Efficiency Score	65%	72%	88%	78%	82%