

Quarterly Sales Performance Report (QSR) Template

Document ID: SAL-QSR-2025.01

Reporting Period: Q[X] FY[XX]

Date Prepared: [Date]

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1. Executive Summary

- Total Quarterly ARR Booked:** [AED/USD Amount] (vs. Target: [AED/USD Target])
- Total Pipeline Coverage (Start of Q[X+1]):** [X]x
- Key Insight:** [Brief 1-2 sentence summary of primary success (e.g., Enterprise deal velocity increased) or challenge (e.g., High MQL-to-SQL drop-off).]

2. Performance Against Targets

Metric	Q[X] Target	Q[X] Actual	Variance	Notes
New ARR Booked	[Target Amount]	[Actual Amount]	[+/- %]	
Customer Expansion ARR	[Target Amount]	[Actual Amount]	[+/- %]	(Upsell/Cross-sell)
Average Deal Size (ADS)	[Target Amount]	[Actual Amount]	[+/- %]	
Sales Cycle Length (Days)	[Target Days]	[Actual Days]	[+/- Days]	(From Stage 1 to Closed Won)
New MQLs Processed	[Target Count]	[Actual Count]	[+/- %]	

3. Pipeline Analysis

- Pipeline Health by Stage:**
 - Stage 1-2 (Early):** [X]% of Total Pipeline
 - Stage 3-4 (Mid/Late):** [Y]% of Total Pipeline
- Top 3 Largest Opportunities in Pipeline:**

1. [Opportunity Name] - [Amount] - [AE Name]
2. [Opportunity Name] - [Amount] - [AE Name]
3. [Opportunity Name] - [Amount] - [AE Name]

4. Headcount & Training

- **Total AEs:** [X]
- **Ramp Time (Average):** [X] Months
- **Training Needs Identified:** [e.g., Advanced financial modeling, Negotiation skills].

5. Key Recommendations for Q[X+1]

1. **[Recommendation 1]:** E.g., Focus SDR efforts exclusively on the Logistics vertical to increase MQL quality.
2. **[Recommendation 2]:** E.g., Standardize the Value Projection Template to reduce late-stage deal negotiation time.