

Q4 2025 Sales Performance Report

Executive Summary:

Our Q4 sales performance shows mixed results across regions. The North American market experienced a 15% growth in revenue, reaching \$2.3M compared to Q3's \$2.0M. However, the European market declined by 8%, dropping to \$1.8M from \$1.95M.

Key Findings:

1. **Sales Statistics:** Total company revenue reached \$5.2M in Q4, representing a 6% increase year-over-year. Customer acquisition cost decreased by 12% while retention rate improved to 87%.
2. **Organization Structure:** The recent restructuring of the sales team into specialized verticals (Enterprise, SMB, and Startup) has shown early positive results with a 23% improvement in deal closure rates.
3. **Policy Changes:** The new commission structure implemented in October has increased sales team motivation but raised operational costs by 9%. Management is reviewing the sustainability of this approach.
4. **Market Analysis:** Competition intensified in Q4 with three new entrants in our primary markets. Price pressure increased, forcing us to adjust our pricing strategy for mid-tier offerings.

Assumptions:

- Market conditions remain stable through Q1 2026
- No major economic downturn occurs
- Current team capacity can handle 20% growth

Limitations:

- Data from European subsidiaries is delayed by 2 weeks
- Customer satisfaction metrics are based on limited survey responses (28%)