

Sales Team OKRs

Q3 2025 Objectives & Key Results

Team Lead: John Smith

Status: ● On Track

Date: August 31, 2025









Our Mission

Win and expand enterprise accounts

Building sustainable revenue growth through strategic enterprise partnerships



Key Results Overview

Metric	Current	Target	Progress
 New Enterprise Logos	TBD	10 (\geq \$50k ARR)	
 Expansion ARR	TBD	\$600k (Top 20)	
 Sales Cycle	74 days	55 days	
 MEDDICC Compliance	TBD	\geq75%	

KR1: New Enterprise Logos

Target: 10 new enterprise customers

Minimum \$50k ARR each

- **Focus:** High-value enterprise prospects
- **Strategy:** Target companies with strong growth potential
- **Success Criteria:** Signed contracts \geq \$50k ARR
- **Impact:** \$500k+ new revenue foundation

KR2: Account Expansion

Target: \$600k expansion ARR

From our top 20 existing accounts

- **Focus:** Upsell and cross-sell opportunities
- **Strategy:** Deepen relationships with key accounts
- **Success Criteria:** Additional revenue from existing customers
- **Impact:** Strengthen customer lifetime value

KR3: Sales Velocity

Target: Reduce cycle from 74 → 55 days

26% improvement in sales efficiency

- **Current State:** 74-day average sales cycle
- **Target State:** 55-day average sales cycle
- **Strategy:** Streamline processes, faster decision-making
- **Impact:** Increased throughput and revenue velocity

✓ KR4: Deal Qualification

Target: $\geq 75\%$ MEDDICC compliance

Improve deal quality and win rates

MEDDICC Framework:

- Metrics - Quantifiable business impact
- Economic Buyer - Decision maker identified
- Decision Criteria - Understanding requirements
- Decision Process - Know the buying process
- Identify Pain - Clear business pain points
- Champion - Internal advocate secured
- Competition - Competitive landscape mapped

Risks & Challenges

Regional Coverage Gap

Challenge: Two regional hires delayed

Impact: Coverage gaps in EMEA region

Mitigation: Redistribute territories, prioritize high-impact regions



Success Metrics Dashboard

Enterprise Logos:	[]	80% to target
Expansion ARR:	[]	60% to target
Sales Cycle:	[]	50% to target
MEDDIC Compliance:	[]	70% to target

Overall Status: ● **ON TRACK**

Team performing well across all key metrics

Focus Areas for Team

1. Enterprise Prospecting

- Identify and qualify high-value prospects
- Focus on deals \geq \$50k ARR

2. Account Management

- Regular check-ins with top 20 accounts
- Identify expansion opportunities

3. Process Optimization

- Implement MEDDIC consistently
- Streamline sales processes

 **Let's Win Together!**

Questions & Discussion

Team Lead: John Smith

Next Review: September 15, 2025

Contact: john.smith@company.com



Appendix: Detailed Metrics

For internal team reference

Detailed Key Results

KR1: 10 New Enterprise Logos (\geq \$50k ARR)

- **Measurement:** Signed contracts with ARR \geq \$50k
- **Frequency:** Monthly tracking
- **Owner:** All sales reps
- **Dependencies:** Marketing qualified leads, product demos

KR2: \$600k Expansion ARR (Top 20 accounts)

- **Measurement:** Additional ARR from existing customers
- **Frequency:** Quarterly business reviews
- **Owner:** Account managers
- **Dependencies:** Customer success, product roadmap

Detailed Key Results (cont.)

KR3: Sales Cycle 74 → 55 days

- **Measurement:** Average days from opportunity to close
- **Frequency:** Weekly pipeline reviews
- **Owner:** Sales operations + reps
- **Dependencies:** Sales enablement, proposal automation

KR4: ≥75% MEDDICC Compliance

- **Measurement:** % of qualified deals with complete MEDDICC
- **Frequency:** Weekly deal reviews
- **Owner:** Sales managers + reps
- **Dependencies:** Training, CRM updates

 **Thank You!**

Building the future, one enterprise deal at a time