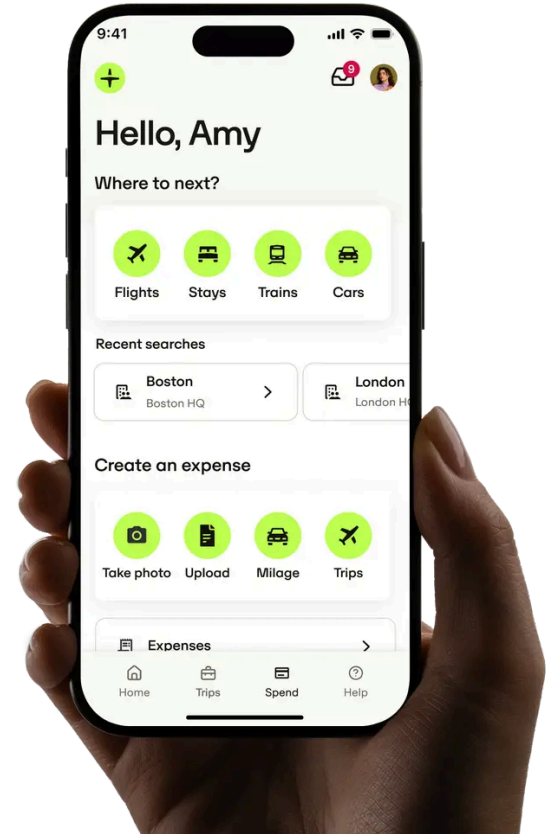# Sales Team Performance Analysis

Q4 Quarterly Review | PerkyTravel

· 81 AEs · 4 Territories, SQL + Pipeline Attainment

Prepared by Juan Daniel Amézquita | Revenue Operations Partner

EMEA leads all territories; APAC pipeline at 56% signals systemic underperformance

Territory attainment vs. target · 81 AEs across 4 regions · Q4

57.7%
OVERALL SQL
Attainment

1,178 of 2,040 SQLs

78.7%
OVERALL PIPELINE
Attainment

$630M
PIPELINE
Generated

Target $800M

21pp
SQL-PIPELINE
Gap

EMEA — SQL   **78%**
Target: 198 SQLs
13 AEs · 69% fully ramped

EMEA — Pipeline   **89%**
Target: $67.6M

North America — SQL   **57%**
Target: 496 SQLs
35 AEs · 46% fully ramped

North America — Pipeline   **79%**
Target: $187.5M

LATAM — SQL   **58%**
Target: 283 SQLs
17 AEs · 71% fully ramped

LATAM — Pipeline   **78%**
Target: $105.3M

APAC — SQL   **43%**
Target: 216 SQLs
16 AEs · 50% fully ramped

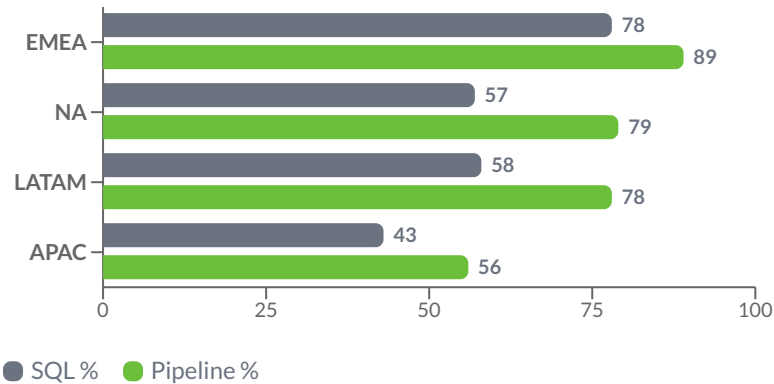**APAC — Pipeline**   **56%**
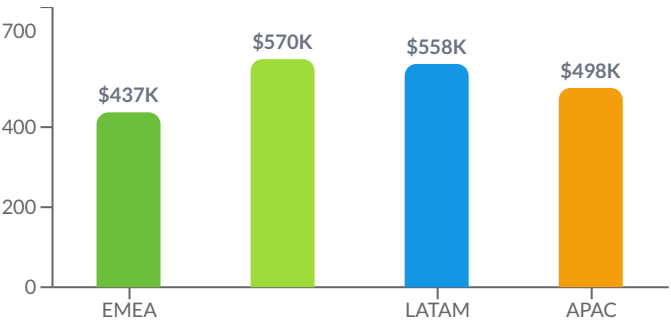Target: $76.6M

Pipeline outpaces SQL by 11-33pp — fewer leads, but larger deals compensate

The persistent gap suggests SQL targets may be structurally miscalibrated

SQL vs Pipeline Gap (pp)

Territory	SQL %	Pipeline %
EMEA	78	89
NA	57	79
LATAM	58	78
APAC	43	56

- ● SQL %
- ● Pipeline %

Avg Deal Size by Territory ($K)

Territory	Value
EMEA	$437K
(green)	$570K
LATAM	$558K
APAC	$498K

◎ **SQL Targets**

May not reflect market reality. Only 3 of 46 fully ramped AEs exceed 100% SQL.

↗ **Deal Quality**

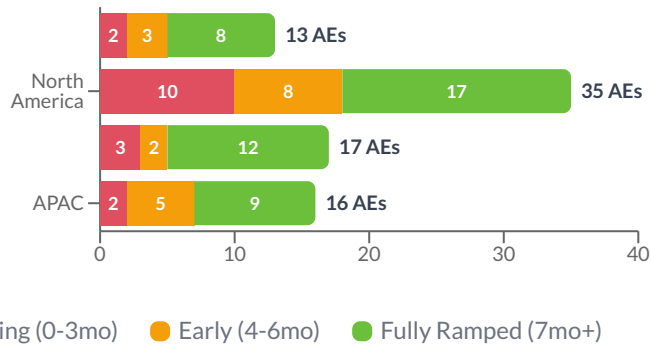LATAM/NA generate $558K-$570K avg deals vs $437K EMEA — fewer but larger.

🔍 **Qualification**

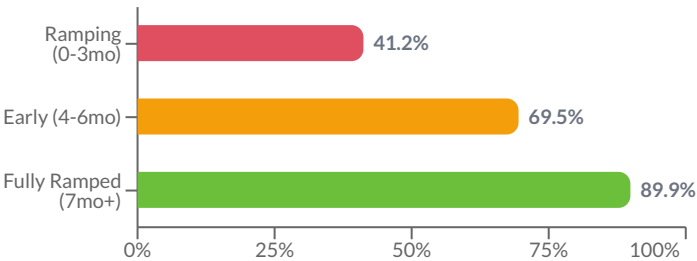Reps self-select higher-value deals over volume — explains gap but masks risk.

21% of the team is still ramping — fully ramped AEs deliver 2.2x better pipeline results

17 AEs in ramp (0-3mo) · 18 AEs early (4-6mo) · 46 AEs fully ramped (7mo+)

Ramp Composition by Region

Region	2	3	8	13 AEs
North America	10	8	17	35 AEs
	3	2	12	17 AEs
APAC	2	5	9	16 AEs

0 10 20 30 40

● Ramping (0-3mo)   ● Early (4-6mo)   ● Fully Ramped (7mo+)

Attainment by Ramp Stage (Average Attainment)

Stage	Attainment
Ramping (0-3mo)	41.2%
Early (4-6mo)	69.5%
Fully Ramped (7mo+)	89.9%

0%   25%   50%   75%   100%

⚠ **10 of 35**

NA AEs Ramping

Only 46% of NA is fully ramped vs. 71% in LATAM and 69% in EMEA.

⚡ **2.2x**

Pipeline Multiplier

Fully ramped AEs at 89.9% pipeline vs. 41.2% for ramping — retention and ramp acceleration are highest-leverage.


↗ **r = 0.37**

Tenure Effect

Moderate positive correlation between tenure and pipeline. Coaching quality and territory likely play larger roles.

39% of fully ramped AEs hit target, but 15% are below 50% — a tail that needs intervention
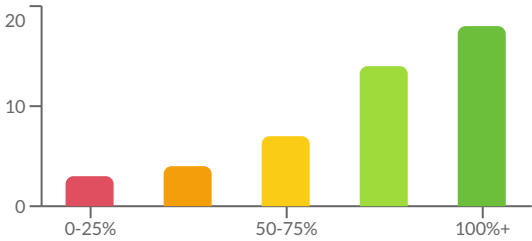
Quadrant analysis and pipeline distribution for 46 fully ramped Account Executives

SQL vs Pipeline Attainment (Fully Ramped)

Each point = one AE. Color: pipeline ≥100% green, 50–99% orange, <50% red.
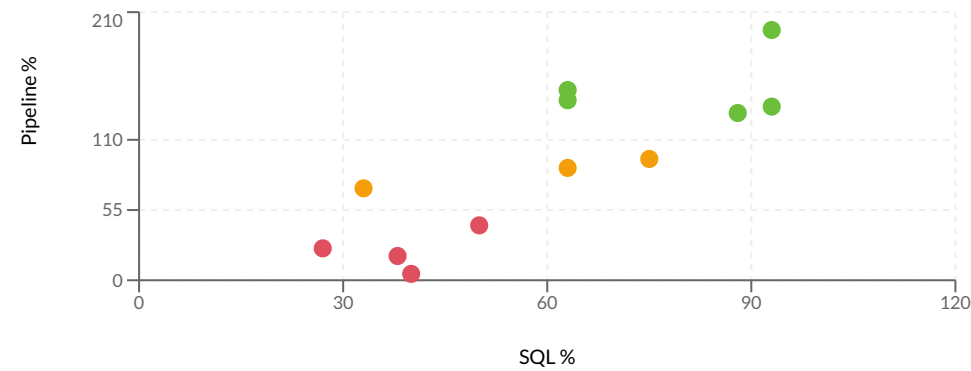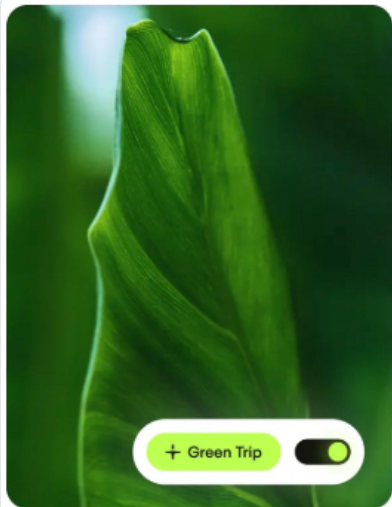

Pipeline Attainment Distribution

TOP PERFORMERS

1	123496	LATAM	93% SQL	196%
2	123512	NA	63% SQL	149%
3	123498	LATAM	63% SQL	141%

⚠ AT RISK — FULLY RAMPED BELOW 50%

123474 (APAC, 5%, 7mo)   123465 (EMEA, 19%, 7mo)   123497 (LATAM, 25%, 8mo)   123482 (APAC, 43%, 11mo)

Five hypotheses to validate — each requires specific data to confirm or rule out

Structured investigation framework to move from observation to action

1 **SQL targets are miscalibrated**

57.7% SQL attainment while pipeline reaches 78.7%

VALIDATE WITH Historical SQL trends, market sizing, ICP penetration analysis

2 **APAC has structural issues beyond ramp**

Even fully ramped at only 71.3%; two reps near-zero with 6+ months

VALIDATE WITH Win/loss analysis, competitive landscape, product-market fit data

3 **Recent hiring wave dilutes aggregate metrics**

17 of 81 AEs (21%) are ramping; NA has 10 of 17

VALIDATE WITH Hiring dates, planned ramp timelines, onboarding effectiveness

4 **Top performers master large-deal strategy**

LATAM/NA avg deals $558K-$570K vs. $437K EMEA

VALIDATE WITH Deal-level data, vertical breakdown, expansion vs. new logo

5 **Bottom performers need formal intervention**

7 fully ramped AEs below 50% pipeline attainment

VALIDATE WITH Manager mapping, coaching logs, PIP history, activity metrics

+ Green Trip

Carbon footprint overview

CO₂ emissions for the last 30 days

Flights	Hotels
24.32 t.	0.08 t.

Trains	Cars
0.15 t.	3.13 t.

Prioritized action plan: recalibrate, fix APAC, manage performance, accelerate ramp

Time-phased recommendations organized by expected impact

NOW 0-30 Days → **NEXT** 30-60 Days → **LATER** 60-90 Days

HIGH **Audit SQL Targets**	**MED** **Accelerate Ramp Programs**
Conduct bottoms-up capacity model. The 21pp gap is structural, not execution.	Buddy programs with top performers, territory playbooks, milestone targets.

LOW **Territory Redesign**
Quotas range $10M-$12.5M while deal sizes vary 30%. Ensure equitable targets.

HIGH **Deep-dive APAC**
Product-market fit, competitive review, enablement. Individual plans for reps <50%.

MED **Build Deal Quality Metric**
Pipeline/SQL, Win Rate, Avg Deal Size — composite score to normalize cross-territory comparison.

LOW **Monitor NA Hiring Cohort**
10 ramping reps is a big bet. Validate manager bandwidth, lead flow, enablement.

HIGH **Performance-manage bottom 7**
Structured conversations for 7 fully ramped AEs <50% pipeline. Coach, adjust, or PIP.

Expected outcome: Recalibrated targets within 30 days → APAC stabilized by Q1 → Bottom cohort resolved → Ramp time reduced 20%