

# Quarterly Sales Report - Q4 2025

Report Period: October 1 - December 31, 2025

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## Executive Summary

Q4 2025 showed strong performance with total revenue reaching €2.3M, representing 18% growth year-over-year. New customer acquisition increased by 25% while customer retention remained at 94%.

## Revenue Breakdown by Product Line

- Product A: €850,000 (37% of total, +12% YoY)
- Product B: €680,000 (30% of total, +22% YoY)
- Product C: €520,000 (23% of total, +15% YoY)
- Services: €250,000 (10% of total, +30% YoY)

## Top Performing Regions

1. Belgium: €920,000 (40%)
2. Netherlands: €580,000 (25%)
3. Germany: €460,000 (20%)
4. France: €340,000 (15%)

## Customer Metrics

- New customers acquired: 87
- Total active customers: 542
- Average deal size: €4,240 (up from €3,850 in Q3)

- Sales cycle: 28 days (improved from 35 days)

## Sales Team Performance

Top performers:

1. Sophie Martens: €340,000 closed
2. Thomas Vermeulen: €295,000 closed
3. Laura Janssens: €278,000 closed

## Challenges

- Increased competition in Product A segment
- Supply chain delays affecting delivery times
- Seasonal slowdown in December

## Q1 2026 Goals

- Revenue target: €2.5M (+9%)
- Launch Product D in February
- Expand into Luxembourg market
- Implement new CRM system
- Hire 2 additional sales representatives

## Conclusion

Strong finish to 2025 positions us well for continued growth in 2026. Focus remains on customer satisfaction and market expansion.