

Sales Performance Report

Acme Corporation — Fiscal Year 2025, Fourth Quarter

Prepared: January 14, 2026

Period: Oct 1 — Dec 31, 2025

EXECUTIVE SUMMARY

The sales organization delivered \$58.9M in closed revenue for Q4 2025, exceeding the quarterly target of \$54.6M by 7.9%. Total pipeline generated reached \$187.4M, with a weighted pipeline of \$72.1M entering Q1 2026. The team closed 214 deals at an average contract value of \$275K, up 18.3% from Q4 2024. Win rate improved to 34.2% from 29.8% in the prior year period. Deal velocity accelerated to 38 days average, down from 46 days in Q4 2024, reflecting improved qualification processes and stronger alignment between sales and solutions engineering.

CLOSED REVENUE

\$58.9M

▲ 20.9%
YoY

DEALS CLOSED

214

▲ 11.5% YoY

Avg Deal Size

\$275K

▲ 18.3% YoY

Win Rate

34.2%

▲ 4.4pp

Deal Velocity

38d

▼ 8 days

Pipeline Funnel — Q4 2025

Lead Generated

\$187.4M

1,842 opps 100%

Qualified

\$127.4M

1,106 opps 60.0%

Proposal Sent

\$82.9M

626 opps 34.0%

Negotiation

\$52.6M

348 opps 18.9%

Closed Won

\$58.9M

214 opps 11.6%

Deal Velocity & Cycle Metrics

Avg Sales Cycle

38 days

vs 46 days Q4 2024

Enterprise Cycle

62 days

vs 74 days Q4 2024

SMB Cycle

14 days

vs 18 days Q4 2024

Lead to Qualified

4.2 days

vs 6.1 days Q4 2024

Proposal to Close

21 days

vs 27 days Q4 2024

Stalled Deals

6.3%

vs 11.2% Q4 2024

Top Sales Performers – Q4 2025

Rep	Region	Deals	Revenue	Avg Deal	Win Rate	Quota Attainment
1 Sarah Mitchell	West	28	\$9,240,000	\$330,000	42.4%	<div style="width: 148%;"><div style="width: 148%;"></div></div> 148%
2 James Chen	Northeast	24	\$8,160,000	\$340,000	39.3%	<div style="width: 136%;"><div style="width: 136%;"></div></div> 136%
3 Maria Rodriguez	Southeast	22	\$7,480,000	\$340,000	37.9%	<div style="width: 127%;"><div style="width: 127%;"></div></div> 127%
4 David Park	Midwest	21	\$6,510,000	\$310,000	35.6%	<div style="width: 118%;"><div style="width: 118%;"></div></div> 118%
5 Emma Williams	West	19	\$5,890,000	\$310,000	33.9%	<div style="width: 112%;"><div style="width: 112%;"></div></div> 112%
6 Robert Kim	Northeast	18	\$5,220,000	\$290,000	31.6%	<div style="width: 104%;"><div style="width: 104%;"></div></div> 104%

Rep	Region	Deals	Revenue	Avg Deal	Win Rate	Quota Attainment
7 Lisa Thompson	Southeast	16	\$4,480,000	\$280,000	29.6%	<div style="width: 92%;">92%</div>
8 Michael Brown	Midwest	14	\$3,640,000	\$260,000	26.4%	<div style="width: 78%;">78%</div>
Revenue Composition by Source						
Q4 2025						\$58.9M
		48%		28%		24%
Q3 2025						\$54.6M
		51%		26%		23%
Q4 2024						\$48.7M
		55%		24%		21%
	■ New Business	■ Expansion	■ Renewal			
Regional Performance						
Region	Revenue	Deals	Avg Deal Size	Win Rate	Pipeline	YoY Growth
West	\$18,640,000	62	\$300,645	36.5%	\$54,200,000	+24.1%
Northeast	\$16,920,000	56	\$302,143	35.0%	\$48,700,000	+22.3%
Southeast	\$13,180,000	52	\$253,462	33.8%	\$42,100,000	+19.6%
Midwest	\$10,160,000	44	\$230,909	30.1%	\$42,400,000	+15.4%
Total	\$58,900,000	214	\$275,234	34.2%	\$187,400,000	+20.9%

Quota Attainment & Q1 2026 Outlook

Q4 2025 QUOTA SUMMARY

Team Quota	\$54,600,000
Closed Revenue	\$58,900,000
Attainment	107.9%
Reps at 100%+	6 / 8 (75%)
Reps at 120%+	3 / 8 (37.5%)

Q1 2026 OUTLOOK

Weighted Pipeline	\$72,100,000
Q1 Quota	\$56,800,000
Coverage Ratio	1.27x
Commit Deals	48 (\$38.2M)
Upside Deals	31 (\$33.9M)

Written by Michele Piazzoli

This report contains forward-looking statements. All figures in USD.