

Sales Performance Report

Confidential

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.



Pipeline Funnel — Q4 2025



Deal Velocity & Cycle Metrics

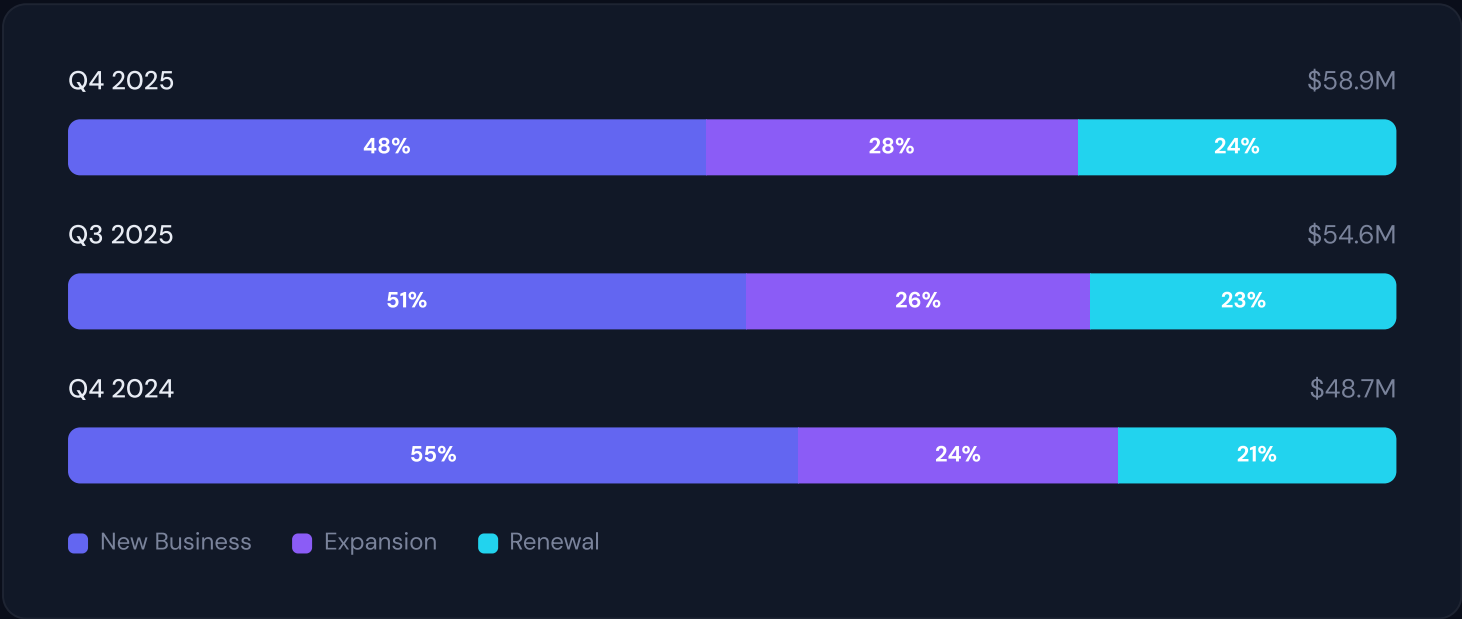


Top Sales Performers — Q4 2025

Rep	Region	Deals	Revenue	Avg Deal	Win Rate	Quota Attainment
1 Sarah Mitchell	West	28	\$9,240,000	\$330,000	42.4%	<div></div> 148%
2 James Chen	Northeast	24	\$8,160,000	\$340,000	39.3%	<div></div> 136%
3 Maria Rodriguez	Southeast	22	\$7,480,000	\$340,000	37.9%	<div></div> 127%
4 David Park	Midwest	21	\$6,510,000	\$310,000	35.6%	<div></div> 118%
5 Emma Williams	West	19	\$5,890,000	\$310,000	33.9%	<div></div> 112%
6 Robert Kim	Northeast	18	\$5,220,000	\$290,000	31.6%	<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><div></div></div> 92%
8 Michael Brown	Midwest	14	\$3,640,000	\$260,000	26.4%	<div><div></div></div> 78%

Revenue Composition by Source



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)

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