

# SALES TEAM MEETING NOTES

Date: June 15, 2024 | Time: 10:00 AM - 11:30 AM

Location: Conference Room B / Virtual

## ATTENDEES

Present: • Sarah Johnson - VP Sales • Michael Chen - Senior Sales Manager, Enterprise • Lisa Rodriguez - Sales Manager, Mid-Market • David Kim - Sales Manager, APAC • Jennifer Walsh - Sales Operations Manager • Tom Anderson - Sales Engineer • Emily Foster - Customer Success Manager  
Absent: • Robert Taylor - Sales Manager, Europe (on client visit)

## Q2 PERFORMANCE REVIEW

Sarah opened the meeting by congratulating the team on exceeding Q2 targets. Key highlights: • Total Q2 sales: \$14.1M (105% of target) • Enterprise segment: \$8.46M (112% of target) • Mid-market segment: \$3.94M (98% of target) • SMB segment: \$1.7M (89% of target) Michael reported that the CloudMax platform launch was the key driver of enterprise success, with 89 new enterprise clients signed. The average deal size increased to \$95,000, up from \$82,000 in Q1. Lisa noted that mid-market customers are showing strong interest in the AI Analytics module, with 67% of new deals including this component. However, price sensitivity remains a concern in this segment. David highlighted exceptional growth in APAC, with Japan contributing \$450,000 in Q2 alone. The localization efforts have been crucial to this success.

## Q3 PIPELINE REVIEW

Jennifer presented the Q3 pipeline analysis: • Total Q3 pipeline: \$18.2M (weighted) • Enterprise pipeline: \$12.1M (Stage 3+ deals) • Mid-market pipeline: \$4.8M (strong momentum) • SMB pipeline: \$1.3M (needs improvement) High-confidence deals for Q3: • GlobalTech Industries: \$1.2M (CloudMax enterprise deployment) • Manufacturing Solutions Inc: \$850K (DataFlow Suite + AI Analytics) • European Logistics Group: \$2.1M (multi-year contract) • APAC Bank Consortium: \$1.8M (compliance-focused solution) Concerns: • Two large enterprise deals (\$3.2M combined) may slip to Q4 • Competitive pressure from NewCorp Solutions in mid-market • Supply chain issues affecting delivery commitments

## PRODUCT UPDATES

Tom provided updates on product developments relevant to sales: CloudMax Platform: • Mobile app launching July 15th • API marketplace going live in August • Enterprise SSO integration completed • 99.7% uptime achieved in Q2 SmartWidget Pro: • Version 5.2 launching in August with enhanced AI capabilities • New compliance features for healthcare sector • Performance improvements showing 40% faster processing DataFlow Suite: • Real-time analytics dashboard redesigned • New connector for Salesforce integration • Advanced reporting module in beta testing Competitive Intelligence: • NewCorp Solutions released competing product with lower pricing • TechRival Inc acquired by larger player, may impact market dynamics • Our NPS score remains highest in industry at 72

## ACTION ITEMS

1. Michael to follow up with GlobalTech Industries on contract terms by June 20 2. Lisa to prepare competitive analysis against NewCorp Solutions by June 25 3. David to coordinate with product team on APAC-specific feature requests 4. Jennifer to update forecasting model with new pipeline data by June 22 5. Emily to analyze customer success metrics impact on renewal rates 6. Tom to schedule demo sessions for CloudMax mobile app with key prospects 7. Sarah to discuss pricing strategy for mid-market segment with leadership team Next Meeting: July 15, 2024 at 10:00 AM