

# WEEKLY SALES REPORT

Week of June 17-23, 2024

## EXECUTIVE SUMMARY

The sales team closed \$2.8M in new business this week, bringing the monthly total to \$9.6M (64% of target). Enterprise deals accounted for 72% of revenue, with particular strength in CloudMax platform sales. The pipeline grew by \$4.2M with several large deals progressing through late stages.

## WEEKLY PERFORMANCE

| Metric            | This Week   | Last Week   | Change |
|-------------------|-------------|-------------|--------|
| New Deals Closed  | \$2,800,000 | \$3,100,000 | -9.7%  |
| New Opportunities | \$4,200,000 | \$3,800,000 | +10.5% |
| Meetings Held     | 87          | 92          | -5.4%  |
| Demos Completed   | 42          | 38          | +10.5% |
| Proposals Sent    | 28          | 31          | -9.7%  |

## NOTABLE DEALS CLOSED

1. Global Financial Services - \$1.2M • CloudMax Enterprise Edition • 3-year contract • Includes premium support package 2. Manufacturing Solutions Inc - \$850K • DataFlow Suite + AI Analytics • Implementation services included • 20% expansion from initial proposal 3. TechStartup Group - \$450K • SmartWidget Pro licenses • Training and onboarding package • Upsell from pilot program 4. European Logistics Co - \$300K • CloudMax Mid-Market Edition • Localized for German market • 12-month contract

## PIPELINE UPDATE

Total pipeline: \$42.8M (up \$4.2M from last week) Pipeline by Stage: • Stage 1 (Prospecting): \$8.2M • Stage 2 (Qualified): \$12.6M • Stage 3 (Solution Design): \$9.4M • Stage 4 (Proposal): \$7.1M • Stage 5 (Negotiation): \$5.5M Key Deals in Progress: • MegaCorp Enterprise: \$2.8M (Stage 5) • APAC Bank Consortium: \$1.8M (Stage 4) • Healthcare Solutions: \$1.2M (Stage 3) • Retail Chain: \$950K (Stage 4) Risks: • MegaCorp deal may slip to July • Competitive pressure on Retail Chain deal • Pricing concerns on Healthcare Solutions

## ACTION ITEMS

1. Michael to finalize MegaCorp contract terms by Friday 2. Lisa to address pricing concerns on Healthcare deal 3. David to coordinate APAC Bank demo with product team 4. Jennifer to update forecast model with new pipeline 5. All reps to schedule 5 new meetings for next week Next Week's Focus: • Push Stage 4/5 deals to close • Address competitive threats • Improve prospecting activity