Today, I want to share with you the power of customer segmentation and how it can revolutionize the way we do business. In particular, let's explore the benefits of segmenting customers into the top 25%, middle 50%, and bottom 25% based on their spending habits.

**Segmentation is key** - it allows us to understand our customer base on a deeper level and tailor our strategies to their unique needs and behaviors.

Now, let's focus on the top 25%. These are our high-value customers, the backbone of our revenue. By identifying and prioritizing them, we can provide them with the dedicated focus they deserve.

Firstly, **Priority Allocation**: We can allocate more of our resources, time, and effort to nurture and serve these high-value accounts. They drive a significant portion of our revenue, and it's crucial to prioritize them.

Secondly, **Personalized Attention**: High spenders expect personalized attention. We can engage with them on a more personal level, understanding their needs and preferences, and providing tailored solutions.

Moreover, **Customized Offerings**: We can create special offers and incentives, exclusive to our top spenders. This not only encourages more spending but also deepens their loyalty to our brand.

Lastly, **Retention and Loyalty Programs**: Keeping our high spenders happy is vital. Implementing retention and loyalty programs for them can cement their commitment to us and ensure they stay with us for the long haul.

Now, let's talk about the **bottom 25%**. These customers may not spend as much individually, but they are still valuable. To optimize costs and resources here, we have several strategies at our disposal.

Firstly, **Resource Efficiency**: We allocate fewer resources to low spenders, ensuring that we maintain efficiency while still providing adequate service.

Secondly, **Automation**: We can employ automation tools to handle routine interactions, reducing manual intervention and labor costs.

Moreover, **Self-Service Options**: By offering self-service options for low spenders, we empower them to manage their needs independently, reducing the need for direct customer support.

Lastly, **Standardized Services**: We can provide standardized services for this segment, streamlining operations and ensuring that we don't overinvest in customization.

Looking forward, as our business continues to grow rapidly and our customer base expands, it might be tempting to consider national segmentation. However, given the dynamic nature of our industry and the changing preferences of our clients, regional segmentation remains the most viable option.

Why? Because regionally segmented strategies allow us to stay agile, adapting to the unique characteristics of different markets. As our business continues to acquire more customers each year, regional segmentation ensures we remain nimble in responding to evolving regional trends, regulations, and customer behaviors.

In conclusion, customer segmentation into the top 25%, middle 50%, and bottom 25% is a powerful tool that drives revenue growth and cost optimization. It enables us to focus on high-value clients and efficiently manage lower-value ones. As we move forward, regional segmentation will be our compass, guiding us through the exciting journey of business growth and expansion. Thank you.

In 2025, we anticipate significant growth in our annual contract value (ACV), reaching a total of $163 million nationally. This represents a substantial increase of 29% compared to the previous year, showcasing the remarkable potential and momentum of our business.

One of the primary drivers of this impressive growth is **Region 1**, where we have witnessed substantial developments. The number of Account Executives (AEs) in this region is set to surge, with a total of 741 AEs in 2025, compared to 593 in 2024. This increase in sales personnel has a direct correlation with an **8.1% rise in purchases** within the region compared to the previous year.

Now, let's take a closer look at how we've meticulously approached this growth projection:

**1. Leveraging Sales Team Expansion:** The substantial increase in the number of AEs has significantly contributed to the overall growth. This expansion in our sales force is a strategic decision that positions us to tap into new opportunities and foster deeper customer relationships.

**2. Maintaining Consistency:** To minimize assumptions and maintain a degree of consistency, we've kept each region's average ACV per purchase growth consistent with 2024. This ensures that we're building on a solid foundation and not overcomplicating our growth strategy.

**3. Focusing on Efficiency:** We've also kept the percentage change in the number of purchases per Account Executive consistent with the previous year. This highlights our commitment to efficiency, where each AE can handle an optimized number of customers, thereby maximizing their productivity.

**4. The Power of Customer Segmentation:** As you've rightly pointed out, the surge in the number of sales executives surpassing the customer growth rate emphasizes the significance of customer segmentation. How we segment our customers will play a crucial role in achieving our business objectives. By targeting the right customers with the right strategies, we can maximize revenue and profitability while maintaining a high level of customer satisfaction.

In conclusion, our projected growth for 2025 is ambitious but well-founded in data-driven analysis and strategic expansion of our sales team. As we continue to grow, it's evident that how we approach customer segmentation and engagement will be a pivotal factor in our continued success. We are poised for an exciting year ahead, where our well-thought-out strategy will undoubtedly drive us toward achieving and exceeding our annual contract value targets.

* 

‘

* 
* 

**2. Post-Deal Close (Ongoing)**

**Workstreams:**

**a) Lead Identification and Qualification:**

* Salesforce AEs identify potential leads within their customer base.
* Leads are qualified based on predefined criteria (e.g., fit, interest, buying stage).

**b) Lead Transfer and Communication:**

* Salesforce AEs initiate lead transfer to Perception AEs through the established process.

**c) Lead Follow-Up and Nurturing:**

* Perception AEs promptly follow up on leads received from Salesforce AEs.
* Perception AEs nurture leads, engage in sales conversations, and advance them through the sales pipeline.

**d) Program Monitoring and Adjustment:**

* Regularly review program performance against KPIs.
* Make adjustments to the program as needed to improve lead quality and conversion rates.

**Key Stakeholders and Their Roles:**

* **Salesforce AEs:** Continuously identify and qualify leads, initiate lead transfers, and maintain communication with Perception AEs.
* **Perception AEs:** Promptly follow up on leads, engage in sales activities, and provide feedback to Salesforce AEs.
* **Sales Managers:** Monitor the program's impact on revenue and sales pipeline, make adjustments as necessary, and provide coaching to AEs.
* **Program Manager:** Oversee the program's ongoing execution, facilitate communication between teams, and ensure alignment with program objectives.

**3. Measuring Effectiveness (Ongoing)**

**Workstreams:**

**a) Data Analysis and Reporting:**

* Regularly collect and analyze data on lead pass program performance, including lead conversion rates, revenue generated, and program ROI.
* Generate reports and dashboards for stakeholders.

**b) Program Optimization:**

* Use data insights to identify areas for program improvement.

**Key Stakeholders and Their Roles:**

* **Analytics Team:** Collect, analyze, and report on program data.
* **Program Manager:** Use data insights to optimize the program and report to senior leadership.
* **Sales and Perception Leadership:** Review program performance data and make strategic decisions based on results