

# Weekly GTM Executive Scorecard

Northstar SaaS — Q2 FY25 • Week ending May 23, 2025

SAMPLE MOCKUP

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<b>Q2 QUOTA</b> <b>\$6.0M</b> <small>Annual: \$24.0M</small>	<b>CLOSED WON QTD</b> <b>\$2.14M</b> <small>35.7% attainment</small>	<b>COMMIT</b> <b>\$1.86M</b> <small>14 deals</small>	<b>BEST CASE</b> <b>\$1.42M</b> <small>11 deals</small>	<b>TOTAL PIPELINE</b> <b>\$32.4M</b> <small>342 opps • ▲ 8% QoQ</small>	<b>COVERAGE</b> <b>3.2x</b> <small>Target: 3.0x</small>	<b>WIN RATE</b> <b>28%</b> <small>Q1: 31% • ▼ 3pp</small>	<b>AVG CYCLE</b> <b>67d</b> <small>Ent: 112d • MM: 58d • SMB: 31d</small>	<b>SLIPPED DEALS</b> <b>12</b> <small>\$1.8M at risk</small>
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## MARKETING

METRIC	W1	W2	W3	W4	W5	W6	W7	W8	QTD	COMMENTARY
Marketing Generated Leads	142	168	195	134	210	178	156	189	1,372	W5 spike driven by webinar co-marketing with Drift. Organic inbound steady at ~60% of total.
Total MQLs	38	45	52	36	58	47	41	49	366	Pacing 12% ahead of Q1. ICP-fit scoring refinement in W3 improved quality.
Enterprise MQLs	6	8	11	5	14	9	7	10	70	
Mid-Market MQLs	14	18	20	15	22	19	16	18	142	
SMB MQLs	18	19	21	16	22	19	18	21	154	
Potential \$ of MQLs	\$1.4M	\$1.8M	\$2.3M	\$1.1M	\$2.8M	\$1.9M	\$1.5M	\$2.0M	\$14.8M	Largest: Vertex Dynamics (\$420K) from G2 demo request + 6Sense high intent.
MQL Acceptance %	82%	86%	89%	85%	91%	88%	84%	87%	87%	Above 85% target. Rejection reasons: no budget (8%), wrong ICP (5%).

## BDR

METRIC	W1	W2	W3	W4	W5	W6	W7	W8	QTD	COMMENTARY
# of SQLs	8	11	9	7	13	10	8	12	78	W5 and W8 strongest. Outbound cadences refreshed in W4 showing results.
SQL Acceptance %	71%	75%	68%	64%	78%	72%	69%	74%	71%	Target: 65%. Improved since new qualification checklist deployed in W2.
Unique Accounts Worked	82	95	88	76	104	91	79	97	418	Deduped by account. EMEA BDR team expanded capacity in W5.
BDR Total Activity	1,240	1,380	1,310	1,180	1,520	1,410	1,290	1,460	10,790	
Calls	480	540	510	445	605	560	490	575	4,205	
Emails	650	720	685	630	785	730	680	760	5,640	
LinkedIn	110	120	115	105	130	120	120	125	945	
SLA Adherence (Hot MQLs)	78%	82%	75%	70%	85%	80%	74%	62%	76%	W8 drop caused by PTO overlap + routing delay. Fix deployed Mon.

## PIPELINE GENERATION

METRIC	W1	W2	W3	W4	W5	W6	W7	W8	QTD	COMMENTARY
New Pipeline Generated \$	\$310K	\$485K	\$395K	\$280K	\$620K	\$440K	\$350K	\$510K	\$3.39M	Pacing ahead of \$3.0M Q2 target. W5 driven by Arcline Systems (\$310K).
BDR Generated	\$95K	\$160K	\$110K	\$75K	\$210K	\$145K	\$90K	\$170K	\$1.06M	
Marketing Generated	\$165K	\$240K	\$215K	\$155K	\$340K	\$225K	\$195K	\$260K	\$1.80M	\$420K Vertex Dynamics opp (BDR qualified) came through G2 demo request.
Sales Rep Generated	\$50K	\$85K	\$70K	\$50K	\$70K	\$70K	\$65K	\$80K	\$540K	
Pipe-to-Spend Ratio	—								8.4x	Target: 6.0x. Marketing efficiency strong this quarter.

## SALES

METRIC	W1	W2	W3	W4	W5	W6	W7	W8	QTD	COMMENTARY
CQ Weighted Pipeline	\$4.8M	\$5.1M	\$4.9M	\$5.2M	\$5.4M	\$5.1M	\$5.3M	\$5.6M	\$5.6M	Trending up. Added \$420K Vertex Dynamics to best case in W8.
Closed Won (Weekly)	\$185K	\$240K	\$310K	\$195K	\$380K	\$290K	\$260K	\$280K	\$2.14M	35.7% of Q2 quota. Tracking slightly behind plan at week 8 of 13.
Deals Closed (Weekly)	2	3	2	2	3	2	2	2	18	Avg deal size: \$119K. Largest: Meridian Health (\$285K) in W5.
Deals Lost (Weekly)	3	2	4	3	2	3	4	2	23	Top reasons: timing (8), lost to competitor (6), budget (5), no decision (4).
Deals Slipped to Next Q	1	0	2	1	1	3	2	2	12	\$1.8M total. Top: Vertex Dynamics (\$420K, no champion), Arcline (\$310K, budget freeze).

## FORECAST SNAPSHOT

CATEGORY	AMOUNT	DEALS	% QUOTA	VS LAST WK
Closed Won	\$2,140K	18	35.7%	+\$280K
Commit	\$1,860K	14	31.0%	+\$120K
Best Case	\$1,420K	11	23.7%	+\$420K
Upside	\$980K	8	16.3%	-\$85K
<b>Projected Total</b>	<b>\$6,400K</b>	<b>51</b>	<b>106.7%</b>	

CW + Commit = \$4.0M (66.7%). Gap to plan: \$1.86M in best case + upside. Last Q accuracy: 88%.

## STAGE CONVERSION RATES

STAGE TRANSITION	Q2 FY25	Q1 FY25	QOQ
MQL → SQL	24%	22%	+2pp
SQL → Sales Accepted	68%	71%	-3pp
SAL → Evaluation	55%	52%	+3pp
Eval → Proposal	61%	64%	-3pp
Proposal → Negotiation	72%	68%	+4pp
Negotiation → CW	48%	53%	-5pp

## REGION & SEGMENT

REGION	PIPELINE	QUOTA	COVERAGE	CW QTD
AMER	\$19.4M	\$3.6M	3.4x	\$1.28M
EMEA	\$8.6M	\$1.5M	3.1x	\$580K
APAC	\$4.4M	\$0.9M	2.4x	\$280K
SEGMENT	PIPELINE	DEALS	AVG ACV	
Enterprise	\$14.8M	78	\$190K	
Mid-Market	\$11.2M	124	\$90K	
SMB	\$6.4M	140	\$46K	

### ▲ KEY RISKS & RECOMMENDED ACTIONS

- HIGH** Late-stage conversion declining. Negotiation → CW dropped to 48% (-5pp QoQ). *Action:* Inspect deal quality entering negotiation. Managers review all commit deals this week.
- HIGH** APAC coverage at 2.4x (below 3.0x target). Two Enterprise deals slipped. *Action:* Accelerate mid-market pipe gen. Review APAC territory assignments.
- MED** 12 deals (\$1.8M) slipped from Q1. Top blockers: no champion (3), budget freeze (2), procurement delays (4). *Action:* Escalation plans for top 5 by ACV due by Wednesday.
- LOW** Enterprise avg cycle lengthened to 112 days (vs 98d in Q1). Driven by security/legal reviews. Monitoring — not yet critical.