

Weekly Pipeline Readout

Week of Oct 6 · Q3, week 10 of 13

Northline Sales Ops
Prepared for the Friday leadership sync

Northline is a fictional company. All figures are sample data.

Pipeline snapshot

38 open deals • \$2.4M open pipeline (ARR)

By stage

Stage	Deals	Amount
Discovery	18	\$760k
Evaluation	11	\$720k
Negotiation	6	\$560k
Verbal	3	\$360k
Total	38	\$2.4M

By rep

Rep	Team	Deals	Amount
Priya	EMEA	10	\$780k
Marcus	Enterprise	10	\$870k
Dana	Mid-Market	10	\$535k
Theo	SMB	8	\$215k
Total		38	\$2.4M

Amounts are annual recurring revenue (ARR). Full deal list in the appendix.

Deals at risk

4 deals • \$535k at risk

Account	Owner	Stage	Amount	Why it is at risk	Next step
Meridian	Priya	Negotiation	\$180k	Champion left last week. The new VP Ops has not engaged yet.	Exec intro to the new VP Ops before Friday.
Halcyon Freight	Marcus	Evaluation	\$140k	Security review stalled for 3 weeks. Needs an SE on the next call.	SE joins the security call on Tuesday.
Brightwater Health	Marcus	Verbal	\$120k	Legal redlines still open. Close date has slipped twice.	Legal call on Wednesday to close the redlines.
Ostrava Labs	Dana	Negotiation	\$95k	Asking for 25% off. Needs discount approval this week.	Leadership decides on the discount by Thursday.

Wins this week

2 deals closed won • \$112k

Account	Owner	Amount	Closed
Kestrel Analytics	Priya	\$64k	Tue Oct 6
Ridgeline Logistics	Marcus	\$48k	Wed Oct 7
Total		\$112k	

Won to date in Q3: \$820k across all reps.

Forecast vs quota

Q3 quota \$1.5M • Won to date \$820k • Commit \$1.41M • Best case \$2.06M • Week 10 of 13

By rep

Rep	Q3 quota	Won to date	Commit	Best case
Priya	\$420k	\$260k	\$465k	\$730k
Marcus	\$520k	\$300k	\$530k	\$725k
Dana	\$340k	\$170k	\$280k	\$430k
Theo	\$220k	\$90k	\$135k	\$175k
Total	\$1.5M	\$820k	\$1.41M	\$2.06M

Commit = won to date + deals forecast as Commit.
Best case = commit + deals forecast as Best case.
Week 1 started Aug 4. Week 10 is the week of Oct 6.

Won per week (\$k), weeks 1 to 10

Rep	W1	W2	W3	W4	W5	W6	W7	W8	W9	W10
Priya	0	22	30	0	41	18	0	45	40	64
Marcus	35	0	52	28	0	60	22	0	55	48
Dana	0	25	0	30	18	0	42	25	30	0
Theo	12	0	15	0	10	18	0	20	15	0
Total	47	47	97	58	69	96	64	90	140	112

Asks for leadership

3 decisions needed this week

#	Ask	Why	Deal
1	Approve a 25% discount for Ostrava Labs	Above Dana's approval limit. They sign this month if we say yes by Thursday.	Ostrava Labs · \$95k · Dana
2	SE coverage for Halcyon Freight	Their security review has stalled for 3 weeks without an engineer on the calls.	Halcyon Freight · \$140k · Marcus
3	Exec intro to Meridian's new VP Ops	Our champion left. A call from our VP keeps the deal alive before quarter end.	Meridian · \$180k · Priya

Appendix: open deals (1 of 3)

All 38 open deals • \$2.4M total • amounts in ARR

Account	Owner	Stage	Amount	Forecast group	Close date	Next step
Meridian	Priya	Negotiation	\$180k	Best case	Oct 23	Exec intro to the new VP Ops before Friday.
Halcyon Freight	Marcus	Evaluation	\$140k	Best case	Oct 30	SE joins the security call on Tuesday.
Brightwater Health	Marcus	Verbal	\$120k	Commit	Oct 16	Legal call on Wednesday to close the redlines.
Ostrava Labs	Dana	Negotiation	\$95k	Best case	Oct 28	Leadership decides on the discount by Thursday.
Copperleaf Retail	Priya	Verbal	\$130k	Commit	Oct 14	Order form out for signature.
Northgate Insurance	Dana	Verbal	\$110k	Commit	Oct 20	Order form out for signature.
Vantage Mobility	Marcus	Negotiation	\$110k	Commit	Oct 22	Pricing review with the buyer.
Aurelia Bank	Priya	Negotiation	\$75k	Commit	Oct 27	Pricing review with the buyer.
Pinecrest Foods	Theo	Negotiation	\$45k	Commit	Oct 21	Pricing review with the buyer.
Solace Energy	Marcus	Negotiation	\$55k	Best case	Oct 29	Pricing review with the buyer.
Tidewater Media	Priya	Evaluation	\$85k	Best case	Oct 31	Technical evaluation in progress.
Granite Systems	Marcus	Evaluation	\$95k	Pipeline	Nov 18	Technical evaluation in progress.
Lumen Dental	Theo	Evaluation	\$40k	Best case	Oct 30	Technical evaluation in progress.

Appendix: open deals (2 of 3)

All 38 open deals • \$2.4M total • amounts in ARR

Account	Owner	Stage	Amount	Forecast group	Close date	Next step
Fjord Analytics	Priya	Evaluation	\$70k	Pipeline	Nov 20	Technical evaluation in progress.
Bramble & Co	Dana	Evaluation	\$55k	Best case	Oct 31	Technical evaluation in progress.
Orchid Health	Dana	Evaluation	\$60k	Pipeline	Nov 12	Technical evaluation in progress.
Quarry Labs	Theo	Evaluation	\$35k	Pipeline	Nov 14	Technical evaluation in progress.
Atlas Rail	Marcus	Evaluation	\$75k	Pipeline	Dec 4	Technical evaluation in progress.
Helix Bio	Priya	Evaluation	\$40k	Pipeline	Nov 25	Technical evaluation in progress.
Saltmarsh Travel	Dana	Evaluation	\$25k	Pipeline	Nov 19	Technical evaluation in progress.
Arcadia Hotels	Marcus	Discovery	\$90k	Pipeline	Dec 11	Discovery call booked with the buyer.
Beacon Schools	Dana	Discovery	\$35k	Pipeline	Dec 2	Discovery call booked with the buyer.
Cinder Games	Theo	Discovery	\$20k	Pipeline	Nov 27	Discovery call booked with the buyer.
Driftwood Studio	Theo	Discovery	\$15k	Pipeline	Dec 9	Discovery call booked with the buyer.
Ember Robotics	Priya	Discovery	\$60k	Pipeline	Dec 16	Discovery call booked with the buyer.
Falcon Security	Marcus	Discovery	\$70k	Pipeline	Dec 18	Discovery call booked with the buyer.

Appendix: open deals (3 of 3)

All 38 open deals • \$2.4M total • amounts in ARR

Account	Owner	Stage	Amount	Forecast group	Close date	Next step
Grove Pharma	Priya	Discovery	\$55k	Pipeline	Jan 13	Discovery call booked with the buyer.
Harbor Credit	Dana	Discovery	\$40k	Pipeline	Dec 3	Discovery call booked with the buyer.
Ironwood Manufacturing	Marcus	Discovery	\$65k	Pipeline	Jan 8	Discovery call booked with the buyer.
Juniper Legal	Theo	Discovery	\$25k	Pipeline	Dec 1	Discovery call booked with the buyer.
Kinetic Sports	Dana	Discovery	\$30k	Pipeline	Dec 10	Discovery call booked with the buyer.
Larkspur Energy	Priya	Discovery	\$45k	Pipeline	Dec 15	Discovery call booked with the buyer.
Mosaic Labs	Theo	Discovery	\$20k	Pipeline	Nov 30	Discovery call booked with the buyer.
Nimbus Air	Marcus	Discovery	\$50k	Pipeline	Jan 6	Discovery call booked with the buyer.
Oakline Retail	Dana	Discovery	\$35k	Pipeline	Dec 8	Discovery call booked with the buyer.
Prism Telecom	Priya	Discovery	\$40k	Pipeline	Jan 15	Discovery call booked with the buyer.
Quill Publishing	Theo	Discovery	\$15k	Pipeline	Dec 7	Discovery call booked with the buyer.
Redwood Civic	Dana	Discovery	\$50k	Pipeline	Jan 20	Discovery call booked with the buyer.