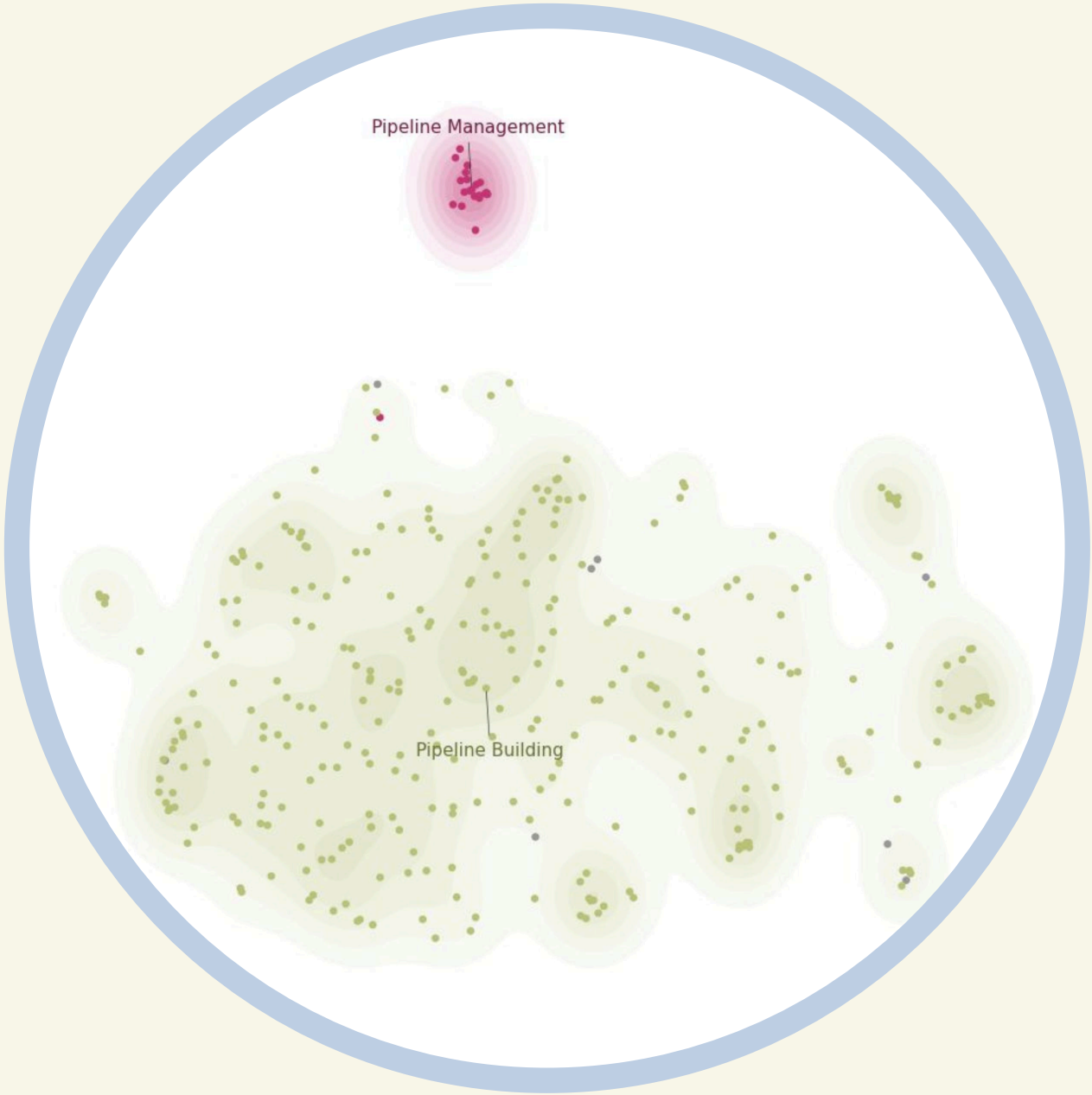




How AEs Explain Their Quota Performance

People explain their quota performance most by

- The majority of AEs credit their performance to pipeline building, compared to just 6% who focus on pipeline management.
- AEs see success as primarily dependent on their ability to generate and expand opportunities, not just manage existing deals.
- Strengthen AE enablement around prospecting, multi-threading, and opportunity creation frameworks. Balance this with targeted coaching on pipeline hygiene & deal progression for long-term consistency.



#	Quota Explanation	%
1	Pipeline Building	91.3%
2	Pipeline Management	6.1%

NLP (Natural Language Processing): AI techniques that extract meaning from text; applied here to analyze qualitative sales responses.

All figures are based on aggregated target review response data. Results are reported only where sample sizes meet statistical validity (minimum $n \geq 20$). Values represent average scores on a 0–100 scale, with confidence intervals and effect sizes assessed. No individual or personally identifiable data is shown.