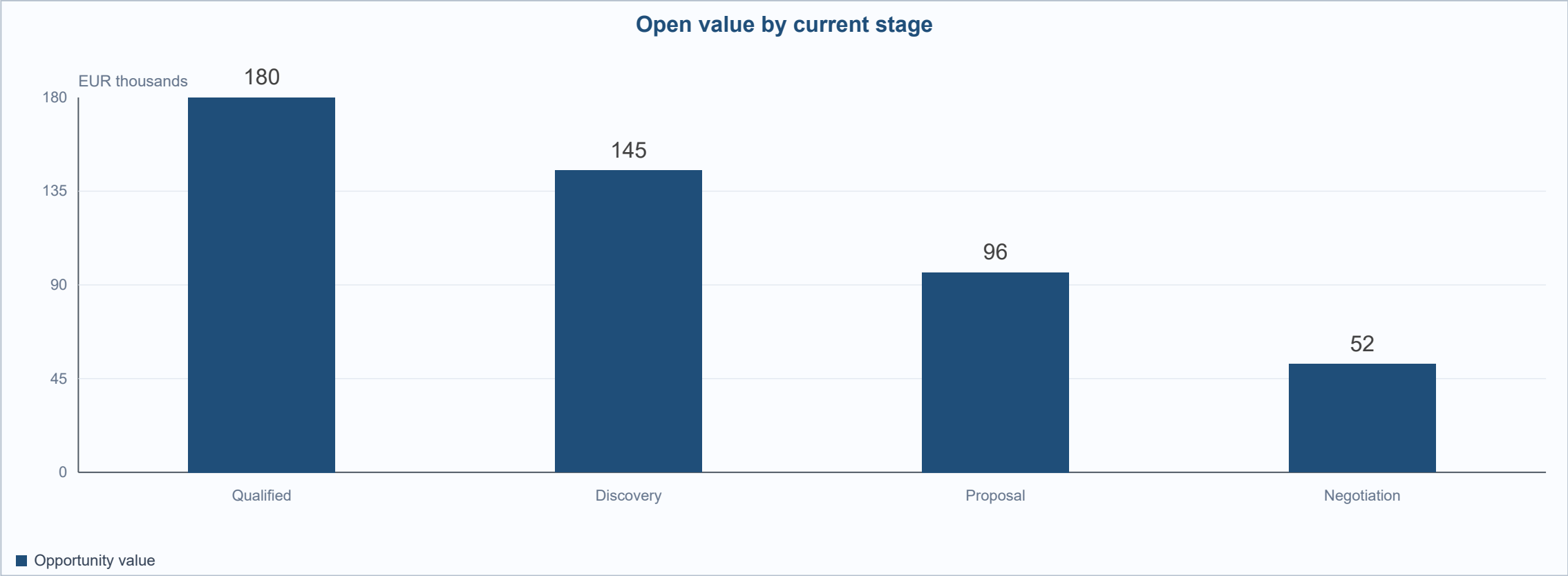


Sales pipeline: where to focus next

Synthetic snapshot / opportunity value in EUR thousands / not a revenue forecast



Move the right conversations forward

Qualify

Validate need and timing.
Owner: account team

Unblock

Resolve proposal questions.
Owner: solution lead

Confirm

Record the next decision date.
Owner: opportunity owner