September broke the target for the first time this fiscal year.

$1,180K booked against a $1,000K monthly target — a 118% month that lifts the first half to 93% attainment.



REPORT PERIOD
September 2026

ISSUED
7 November 2026

SCOPE
Apr – Sep · H1

WHAT THIS REPORT COVERS

One strong month, one weak half, and one bottleneck to fix.

01 **The half-year shape**
Six months against a flat $1,000K line

02 **The H1 gap**
$5,580K booked, $6,000K asked

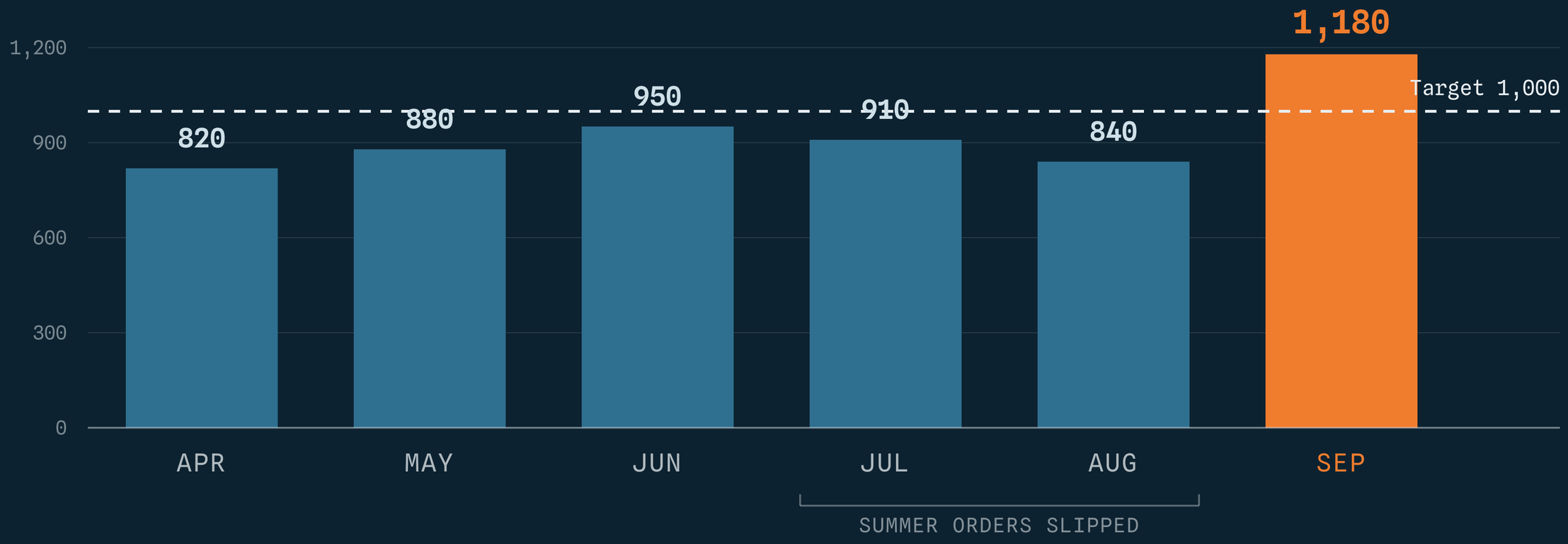
03 **Why September worked**
Two large deals carried the month

04 **Deals still open**
Bayside and Summit, weighted

05 **The funnel's weak step**
Proposal → final negotiation, 36%

06 **October: three actions**
Template, decision maker, dormant accounts

Five months tracked below the line; September cleared it by $180K.

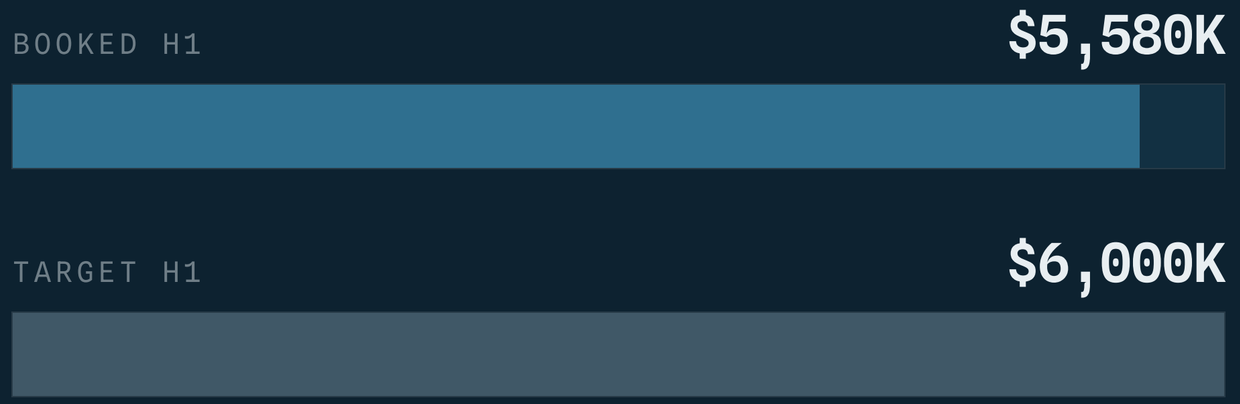


MONTHLY REVENUE, $K · TARGET $1,000K FLAT

The half closed at 93% — a $420K hole dug almost entirely in July and August.

93%

of the first-half target, booked across six months of selling.



−$420K shortfall to carry into H2

MONTHS ABOVE TARGET

One of six — September, at $1,180K.

WORST PAIR

Jul $910K and Aug $840K — summer slippage.

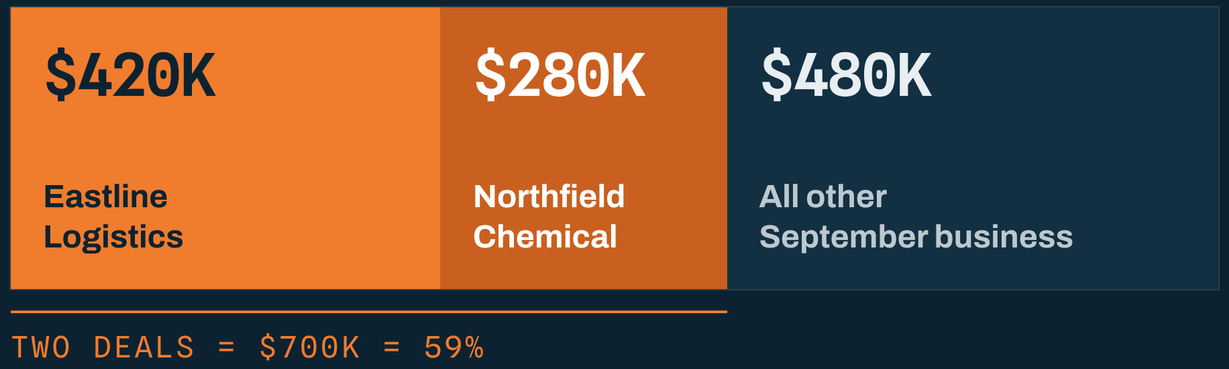
SEPTEMBER'S SURPLUS

+$180K, from two large deals.

H1 APR–SEP · BOOKED VS TARGET

Two large deals contributed $700K — 59% of everything September booked.

SEPTEMBER REVENUE, $1,180K, BY SOURCE



TWO DEALS = $700K = 59%

Eastline and Northfield both closed as won inside the month. Without them September lands at $480K — the weakest month of the half, not the strongest.

01

The beat is deal-shaped, not volume-shaped

Base business stayed in its usual range.

02

Timing, not demand, cost us July and August

Summer orders slipped rather than disappeared.

03

So repeatability depends on the pipeline

Two more deals of this size are not yet won.

SEPTEMBER COMPOSITION · $K

04 · DEALS ON THE BOARD

$700K is banked; $530K more is still live, worth $317K once weighted.

ACCOUNT	VALUE	STAGE	LIKELIHOOD	WEIGHTED
Eastline Logistics	$420K	Won	100%	$420K
Northfield Chemical	$280K	Won	100%	$280K
Bayside Electric	$350K	Final negotiation	70%	$245K
Summit Foods	$180K	Proposal	40%	$72K

WON IN SEPTEMBER

$700K

Eastline + Northfield, already in the $1,180K.

STILL OPEN

$530K

Bayside $350K and Summit $180K, unsigned.

WEIGHTED VALUE OF THE OPEN TWO

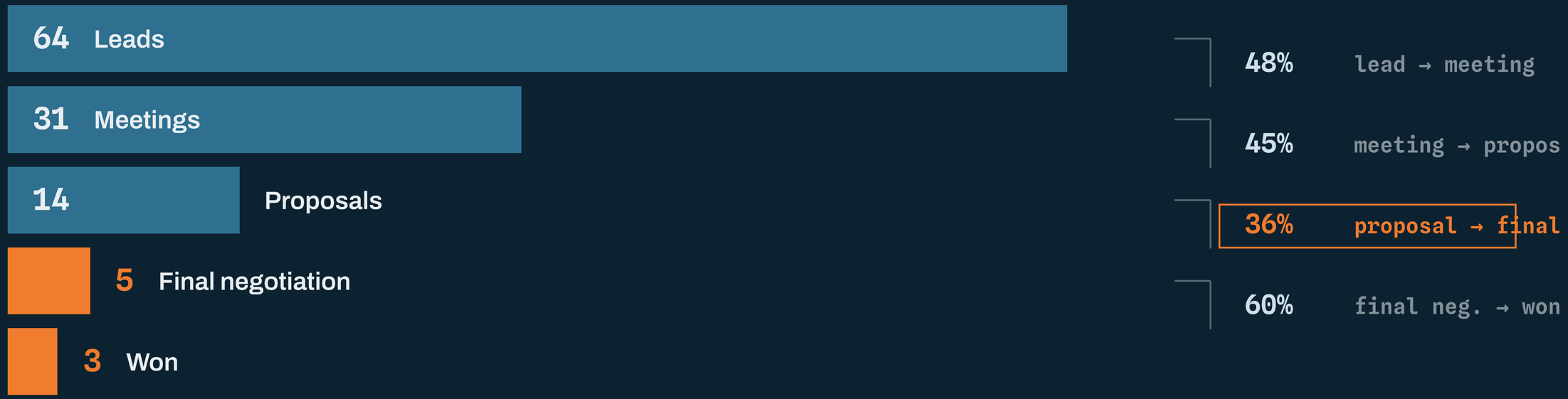
$317K

$245K at 70% plus $72K at 40%.

KEY DEALS · VALUE × STATED LIKELIHOOD

05 · THE FUNNEL'S WEAK STEP

Every stage converts acceptably except one: proposal to final negotiation, at 36%.



THE LEAK

Nine of fourteen proposals never reach a negotiation — the biggest single drop in the funnel.

THE SUSPECTED CAUSE

Proposals take 14 days to produce, so momentum from the meeting is gone by the time one lands.

WHAT CLOSING IT IS WORTH

Each extra proposal carried through converts at the 60% final-stage rate.

06 · OCTOBER, ACTION ONE

A standard proposal template halves proposal time from 14 days to 7.

TODAY

14 days

STEP 1
Meeting notes written up

→

STEP 2
Scope and pricing built from scratch

→

STEP 3
Internal review, then send

STANDARDISE SCOPE & PRICING BLOCKS

FROM OCTOBER

7 days

STEP 1
Meeting notes dropped into the template

→

STEP 2
Pre-approved scope and pricing selected

→

STEP 3
Send inside the same week as the meeting

This targets the 36% step directly: a proposal that arrives in the same week as the meeting still has the buyer's attention, which is exactly what the nine lost proposals did not have.

Three actions carry an October forecast of $1,050K — above target, below September.

01 **Roll out the standard proposal template**

Proposal time 14 days → 7 days, aimed at the 36% step.

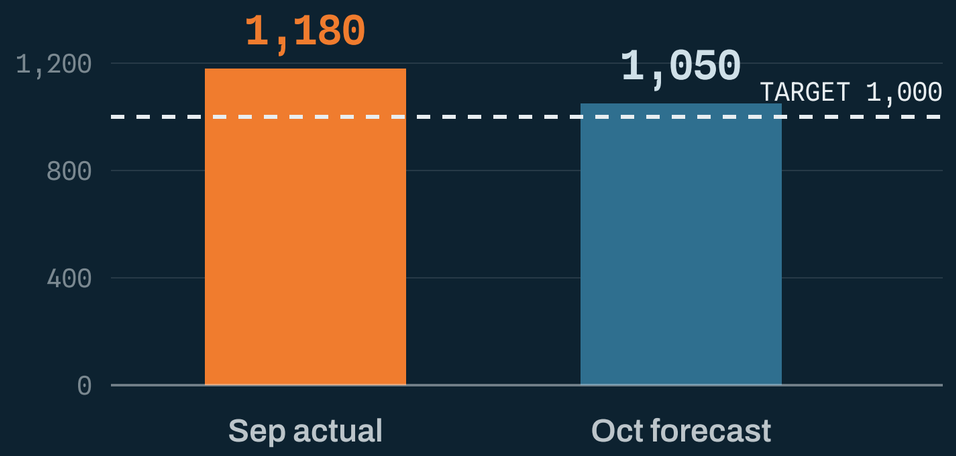
02 **Meet the Bayside Electric decision maker**

Second week of October; $350K at 70% is the largest single swing.

03 **Re-pitch 40 dormant accounts**

Refills the top of a funnel that starts from 64 leads.

SEP ACTUAL → OCT FORECAST VS TARGET



The forecast assumes no second Eastline-sized win: $1,050K is +$50K over target, not a repeat of +$180K.

WHAT TO TAKE AWAY

Four claims from this month, in the order they matter.

01	**September hit $1,180K — the first month above the $1,000K target this year.**	118%
02	**The half still finished short, because summer orders slipped in July and August.**	93% H1
03	**The beat rests on two deals worth $700K, so it is not yet repeatable.**	59% of Sep
04	**Fixing the proposal step is the highest-leverage move we have in October.**	36% → up

Read together: demand is there, the close rate at the end of the funnel is healthy at 60%, and the loss is concentrated in how long it takes us to put a proposal in front of a buyer.

The decision for October: sign off pre-approved pricing blocks.

That one approval is what turns a 14-day proposal into a 7-day proposal, and the 36% step is where the half-year gap was lost.

OCTOBER FORECAST	BAYSIDE MEETING	DORMANT ACCOUNTS
$1,050K	Week 2, Oct	40 re-pitched