

# Template for Setting Sales Goals

Use this template to set your organization's sales goals.

## Step 1: Determine your break-even point

Identify the operational expenses of your business to figure out your break-even point.

Do this by listing down all your projected expenses below, including employee compensation, office rent, taxes, etc.

	Operational expense	Amount			
1	Office space lease	\$5,000			
2	Electricity	\$2,000			
3	Employee Salary	\$30,000			
4					
5					
6					
7					
8					
9					
10					
11					
12					
	<b>TOTAL</b>	<b>\$37,000</b>			



## Step 4 & 5: Set sales objectives & communicate sales goals

Sales objectives break down goals into the weekly or even daily activities agents need to complete in order to meet sales goals.

These could include the number of cold calls placed, emails sent, appointments set up, or leads generated

After you've identified the targets, communicate them to your agents.

### Cold Calls

Monthly Target	Weekly Target	Target Per Agent
400	100	25

### Emails

Monthly Target	Weekly Target	Target Per Agent
800	200	50