	emplate for Setting this template to set your organ	•				
JSE	e this template to set your organ	lization's sales yoal	5.			
~ 1			-:t			
	ep 1: Determine your	•				
	ntify the operational expenses of yo	_		•		
Do	this by listing down all your project	ed expenses below, ir	ncluding employe	e compensation,	office rent, taxes,	etc.
	Operational expense	Amount				
1	Office space lease	\$5,000				
	Electricity	\$2,000				
3	Employee Salary	\$30,000				
4						
5						
6						
7						
8						
9						
10						
11						
12						
	TOTAL	\$37,000				
						•
				📁 Fit Small Business		

Step 2 & 3: Establi	ish your desired pro	fitability & incorpo	rate revenu	ie into your	sales goals	S			
After listing down all your o	perational expenses, set pro	fitability goals.							
This refers to the amount of sales revenue above the break-even point you would like to make.									
This amount could be a %	above you operational exper								
Total Operational Expenses	Target Profitability Above Expenses	Target Profits/ Revenue							
\$37,000	50%	\$18,500							
List down potential revenue s	ources:								
				📁 Fit Small Business		ness			

Step 4 & 5	: Set sales	objectives 8	communica	te sales go	als		
Sales objective	s break down go	oals into the week	ly or even daily act	ivities agents ne	ed to complete	in order to meet	sales goals.
These could inc	clude the numbe	er of cold calls place	ced, emails sent, a	ppointments set	up, or leads ger	nerated	
After you've iden	tified 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					
					Fit Small Business		
				it Small Dus	u3111C33		
				🚔 Fi	t Small Bus		