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**Sales Deal Quota Template**

\*User can start at (A) or (E) depending on the information they have

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| **Name**  | **Description**  | **Calculation** | **Amount** |
| Break-even Point (A) | Point where total revenue equals totalexpenses and profit is $0. | (A) = Sum of allestimated annualexpenses | $ |
| Desired Profitability (B) | Amount of revenue over the break-evenpoint you want to generate. This is basedon profit goals and desired growth rates. | (B) = Profit Goal | $ |
| Total Revenue Goal (C) | Break-even point plus desired profitability | (C) = (A) + (B) | $ |
| Average Revenue perDeal (D) | Average amount of revenue generatedper deal or customer. This is based onpricing estimates or historical data. | (D) = Avg. Revenue perDeal | $ per Deal |
| Total Deals/CustomerQuota (E) | 1. Amount of deals needed to hit totalrevenue goal2. Number of deals/customers pre-establishedwithout creating arevenue goal | (E )= (C) ÷ (D)or(E) = Number of desireddeals/customers | # of Deals |
| Total Sales Teams (F) | Number of different sales teams withinyour organization. This is broken downby territory, product/service line, or sales function. | (F) = # Sales Teams | # of Teams |
| Deal Quota per Team (G) | Total sales quota amount per teamdivided evenly. Note: You may need toadjust per team quota based on specificterritorial, product, or function goals | (G) = (E) ÷ (F) | Deals per Team |
| Total Sales Reps (H) | Total number of sales reps in your business | (H) = # Sales Reps | # of Reps |
| Average Reps per Team (I) | Average number of reps per team | (I) = (H) ÷ (F) | # of Reps per Team |
| Deal Quota per Rep (J) | Total sales quota amount per rep dividedevenly.***Note:*** *You may need to adjust per rep quota**based on experience, skills, or resources* | (J) = (G) ÷ (I) | Deals per Rep |
| Quarterly Quota per Rep(K) | Annual sales quota per rep divided by quarters | (K) = (J) ÷ 4 | Deals per Quarter |
| Monthly Quota per Rep(L) | Annual sales quota per rep divided by 12 months | (L) = (J) ÷ 12 | Deals per Month |