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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 total  expenses and profit is $0. | (A) = Sum of all  estimated annual  expenses | $ |
| Desired Profitability (B) | Amount of revenue over the break-even  point you want to generate. This is based  on profit goals and desired growth rates. | (B) = Profit Goal | $ |
| Total Revenue Goal (C) | Break-even point plus desired profitability | (C) = (A) + (B) | $ |
| Average Revenue per  Deal (D) | Average amount of revenue generated  per deal or customer. This is based on  pricing estimates or historical data. | (D) = Avg. Revenue per  Deal | $ per Deal |
| Total Deals/Customer  Quota (E) | 1. Amount of deals needed to hit total  revenue goal  2. Number of deals/customers pre-established  without creating a  revenue goal | (E )= (C) ÷ (D)  or  (E) = Number of desired  deals/customers | # of Deals |
| Total Sales Teams (F) | Number of different sales teams within  your organization. This is broken down  by territory, product/service line, or sales function. | (F) = # Sales Teams | # of Teams |
| Deal Quota per Team (G) | Total sales quota amount per team  divided evenly. Note: You may need to  adjust per team quota based on specific  territorial, 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 divided  evenly.  ***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 |