****

**Sales Revenue Quota Template**

|  |  |  |  |
| --- | --- | --- | --- |
| **Name**  | **Description**  | **Calculation** | **Amount** |
| Break-even Point (A) | Point where total revenue equalstotal expenses and profit is $0. | (A) = Sum of all estimated annual expenses | $ |
| Desired Profitability (B) | Amount of revenue over the breakeven point you want to generate. Thisis based on profit goals and desired growth rates. | (B) = Profit Goal | $ |
| Total Revenue Goal (C) | Break-even point plus desired profitability | (C) = (A)+(B) | $ |
| Total Sales Teams (D) | Number of different sales teamswithin your organization. This isbroken down by territory, product/service line, or sales function. | (D) = # of Sales Teams | # of Teams |
| Revenue Quota per Team (E) | Total sales quota amount per teamdivided evenly.***Note:*** *You may need to adjust per team**quota based on specific territories,**products, or function goals* | (E) = (C) ÷ (D) | $ per Team |
| Total Sales Reps (F) | Total number of sales reps | (F) = # of Sales Reps | # of Reps |
| Avg. Reps per Team (G) | Average number of reps per team | (G) = (F) ÷ (D) | # of Reps per Team |
| Revenue Quota per Rep (H) | Total sales quota amount per repdivided evenly.***Note:*** *You may need to adjust per rep**quota based on experience, skills, or**resources* | (H) = (E) ÷ (G) | $ per Rep |
| Quarterly Quota per Rep (I) | Annual sales quota per rep divided byquarters | (I) =( H)÷4 | $ per Quarter |
| Monthly Quota per Rep (J) | Annual sales quota per rep divided by12 months | (J) = (H)÷12 | $ per Month |