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**Sales Revenue Quota Template**

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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 breakeven 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) | $ |
| Total Sales Teams (D) | Number of different sales teams  within your organization. This is  broken 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 team  divided 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 rep  divided 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 by  quarters | (I) =( H)÷4 | $ per Quarter |
| Monthly Quota per Rep (J) | Annual sales quota per rep divided by  12 months | (J) = (H)÷12 | $ per Month |