Sales Deal Quota Template

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

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