Sales Goal / Lead Setting Worksheet

1.   Yearly Sales Goal: _____

                              Divide By Average sale: _____

                       = Number of Sales Wins: _____

2.   Sales Wins: _____

                 Divide by Closing Percentage: _____

                          = # of Presentations: _____

3.   Presentations: _____

               Divide by % of Lead conversions: _____

   = Number of leads per year required to achieve goal: _____

4.   Number of leads per year: _____

   Divide by number of reactive sales weeks*** in a year: _____

                 = # of necessary leads per week: _____

5.   Divide by 5 days in a week = leads per day: _____

**** How to establish reactive selling weeks in one year****

Weeks in one year: 52

Minus Vacations: -_____

Minus number of slow lead weeks: -_____

Minus Holidays: -_____

Minus personal - sick - other days: -_____

Reactive selling weeks: =_____

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