

Sales Revenue Quota Template

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)	\$
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. <i>Note: You may need to adjust per team quota based on specific territories, products, or function goals</i>	(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. <i>Note: You may need to adjust per rep quota based on experience, skills, or resources</i>	(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