

**Step1: Set a sales goal.**

\_\_\_\_\_ = Last year's sales  
(a) \_\_\_\_\_ = Next (or this) year's sales goal

**Step2: Multiply Retention by Previous Year Sales**

*Previous Year Sales*  
x Rate of Retention      x \_\_\_\_\_  
(b) *Retained Sales*      \_\_\_\_\_

**Step3: Calculate Sales Increase Requirement**

(a) *Overall Sales Goal*      \_\_\_\_\_  
(b) *Retained Sales*      -      \_\_\_\_\_  
(c) *Sales Increase Goal*      \_\_\_\_\_

### **Step 4: Estimate Closing Ratio**

(C) = \_\_\_\_\_

#### EXAMPLE:

##### **Step 1: Overall Sales Goal**

Previous Year Sales	\$3,000,000
(a) Goal for Upcoming Year	<u>\$3,300,000</u>
<b>NOMINAL SALES INCREASE</b>	<b>300,000</b>

##### **Step 2: Retained Sales Estimate**

Previous Year Sales	\$3,000,000
Rate of Retention	<u>x 80%</u>
(b) Retained Sales	\$2,400,000

##### **Step 3: Actual Sales Increase**

(a) Goal for Upcoming Year	\$3,300,000
(b) Retained Sales	<u>- \$2,400,000</u>
<b>(G) ACTUAL SALES INCREASE</b>	<b>\$ 900,000</b>

##### **Step 4: Closing Ratio (New Business)**

**C = 10%**

**KEY: Goal Setting Metrics**

$G$  = Sales Increase Goal

$C$  = % Closing Ratio

$p$  = Volume of Activity needed to Achieve Goal

***Step 5: Compute Prospecting Goal***

If  $p \times c = G$ , then...

**FORMULA**

$$p = G / c$$

Example:  $G$  = \_\_\_\_\_

$c$  = \_\_\_\_\_

$p$  =  $G / c$

= \_\_\_\_\_

***Step6: Break down the goals into manageable activity segments.***

*(p)* Annual Activity Goal = \$ \_\_\_\_\_

*(p/12)* Monthly Activity Goal = \$ \_\_\_\_\_

*(p/50)* Weekly Activity Goal = \$ \_\_\_\_\_

*(Weekly/4)* Daily Activity Goal = \$ \_\_\_\_\_

## Lead Tracking

Origin Date	Opportunity	Approx. Annual Value