



Sales is truly a numbers game. Once you can identify some key metrics, you can then figure out the activity levels necessary to achieve desired results. The information you must know are the following:

Key Metrics and Numbers	
Annual Revenue Goal/ Quota/ Budget	
Average Sale in \$ (Take out very large and very small accounts – Total revenue/ # sales = Average Sale)	
Number of Sales Last Year That Were Considered Elephants [Elephants are sales 3-4x the average sales)	
Total Revenue of the Elephants last year	
Close Ratio Number of proposals / # sales [Number of New sales] x [Your Close Ratio] = Number of Proposals Needed	
Repeat business from last year that you can count on this year	
Guestimate of Revenue from Selling Additional Business to Existing Clients	
Proposal Ratio Number of appointments that result in a proposal	
Call Ratio # Calls to set 1 appointment	
Foot Call Ratio # Foot calls to set 1 appointment	
Email Ratio # Emails to set 1 appointment	

In developing your prospecting plan, it's crucial to pinpoint your annual revenue goal. From that number, you can then set your sales, proposal and appointment goals.