

# Sales Goals

## Planning Worksheet



TALLANN RESOURCES

### Revenue and GP

GP Goal or Quota	\$	300,000
Average GP%		25%
Annual Revenue Needed to achieve goal or quota	\$	1,200,000
What is your average pay rate?	\$	30.00
What is your average markup?		55%
Average Bill Rate		46.5
Hours billed annually to hit goal		25,806
Hours billed weekly to hit goal		496.28
# of Temps needed weekly		14.18
Average # of temps on assignment at new client		2
New clients needed to achieve goal for the year		14
Average annual revenue per client	\$	186,000

### Sales Pipeline

Estimated Pipeline Win %		20%
Average Sales Cycle (days)		90
Average Pipeline Needed to Achieve Goal	\$	3,251,543
# of qualified prospects in pipeline		17
Total prospects annually		71

### Sales Activities

# of activities to get one appointment		40
Number of appointments to get one qualified prospect in pipeline		2
% of appointments that are first time meetings		75%
Weekly appointments needed to hit pipeline goal		4
Weekly activities needed to hit appointment goal		151