

## Developing Your Sales Plan

Sales Plan Element	Example Numbers	Your Numbers
• determine your annual sales quota	\$5,000,000	<input type="text"/>
• revenue potential from existing clients (farming)	\$3,600,000	<input type="text"/>
• new business revenue gap (hunting)	\$1,400,000	<input type="text"/>
• new business overachievement stretch (extra hunt)	\$1,000,000	<input type="text"/>
• hunting plus extra hunt = total hunting	\$2,400,000	<input type="text"/>
• total revenue target (farm + total hunting)	\$6,000,000	<input type="text"/>
• average new account annual revenue (ramp up)	\$ 200,000	<input type="text"/>
• number of new accounts required	12	<input type="text"/>
• pipeline "interested to close" ratio	6:1	<input type="text"/>
• number of new "interested" meetings in a year	72	<input type="text"/>
• number of new "interested" meetings monthly	8	<input type="text"/>

## Your Pipeline

