

SALES TEAM CAPACITY CALCULATOR

Build Your Sales Success Architecture

SECTION 1: SELLING ACTIVITIES & TIME REQUIREMENTS

Activity Type	Time (Minutes)	Notes
Tele-Cold Outbound	2	Editable
Tele-Warm Outbound	5	Editable
Tele-Quote Follow Up	5	Editable
Tele-Partner Check In	5	Editable
Tele-Partner Intro	5	Editable
Virtual Demo	30	Editable
Virtual Partner Demo	30	Editable
Onsite Demo	60	Editable
Onsite Partner Demo	60	Editable
Partner Event	120	Editable

SECTION 3: DAILY SELLING CAPACITY

Capacity Parameter	Value	Notes
Daily Selling Capacity %	70%	70% of day is productive selling time
Productive Minutes Per Day	336	Based on 8-hour workday (480 min)
Working Days Per Month	20	Typical working days

SECTION 5: CALCULATED ACTIVITY REQUIREMENTS

Activity Required	Monthly Volume	Time Per Unit (min)	Total Time (min)
Units to Close	50	-	-
Quotes Required	200	5	1,000
Demos Required	800	30	24,000
Cold Outbound Calls Required	16000	2	32,000
Warm Outbound Calls Required	8000	5	40,000

TOTAL TIME REQUIRED (Minutes/Month)	97,000
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SECTION 6: REQUIRED SELLER COUNT

Calculation Step	Value	Unit	Formula
Monthly Productive Minutes (per day)	6,720	minutes/month	Daily capacity × Working days
Total Time Required (from above)	97,000	minutes/month	Sum of all activity time

PROFESSIONAL SELLERS NEEDED

15

INSTRUCTIONS:

1. Adjust YELLOW cells with your specific time requirements and conversion ratios
2. Set your monthly unit sales target in Section 4

3. The calculator automatically determines how many sellers you need to achieve your goal
4. Blue text = inputs you can change | Black text = formulas | Yellow background = key assumptions

OR

SECTION 2: FUNNEL CONVERSION RATIOS

Conversion Stage	Ratio	Description
Cold Calls to Demo	20	<i>Calls per demo</i>
Warm Calls to Demo	10	<i>Calls per demo</i>
Demos to Quote	4	<i>Demos per quote</i>
Quotes to Close	3	<i>Quotes per close</i>

SECTION 4: REVENUE OBJECTIVES

Objective	Monthly Target	Notes
Unit Sales Target	50	<i>Units to sell per month</i>

days