

# Six Steps High Performance Sales Teams Use To Set Goals



A Guidebook from M Sales Growth Advisors

---

[www.msalesgrowth.com](http://www.msalesgrowth.com)



## TOPICS OF DISCUSSION

About MSGA & Why You May Need This Guide

**S.1** Determine Total Revenue Benchmark

**S.2** Calculate Unused Production Capacity

**S.3** Identify Undersold Services Offering

**S.4** Estimate Potential Incremental Client Revenue

**S.5** Estimate Potential New Client Revenue

**S.6** Calculate Total Sales Goals: Achievable & Aspirational



# About M Sales Growth Advisors

---

## Strategic Sales Growth for Small Businesses

M Sales Growth Advisors was founded by Scott Moss with a single mission: **Empower Small Businesses to Achieve Greatness**. He personally approaches each client with fresh eyes to develop unique sales strategies that leverage sales enablement technology, continuous coaching, thought leadership content, accountability to KPIs, and a defined, repeatable, and scalable sales process.

Scott has over 30+ years of direct B2B sales experience as a producer and leader. From the C-Suite to the small business owner and from the venture-funded start-up to the mature diversified enterprise, he understands the challenges each face, how to overcome them, and what success means for each client.

Some of the impressive companies he has helped include FortifID, Intelligent Technical Solutions, Republic, geoAMPS, The Vertical Collective, Gloss, UBX Cloud, JUICE, Web 2 Market, Brightworks Group, Geriatric Medical, Simplex-IT, BrightWire Networks, Agency Breakout, Bell Falls Search, DigitalC, TEGAM, Hustler Marketing, Master Printing, Aronetics, Mezu, Premier Equipment, Embrace Pet Insurance, Proformex, viperks, BI Worldwide, Point to Point, Bridgeline Digital, Easy2 Technologies, and Cardinal Health.



# Why You May Need This Guide

---

**Your sales leader forgot to define the sales team's goals.**

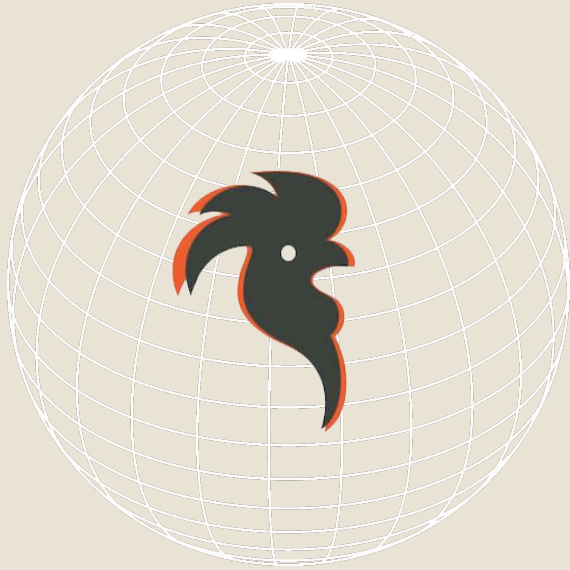
**Your sales leader needs some help defining the team's goals.**

**You are the sales leader and you've fallen but can't get up.**

**You like guessing who sang the lyrics to classic rock songs.**

*Talk about a dream, Try to make it real  
You wake up in the night  
With a fear so real  
You spend your life waiting  
For a moment that just don't come  
Well, don't waste your time waiting*

**Who Sang It?**



Step One:  
**DETERMINE TOTAL  
REVENUE BENCHMARK**



---

# TOTAL REVENUE BENCHMARK

The foundation from which you will grow.

---

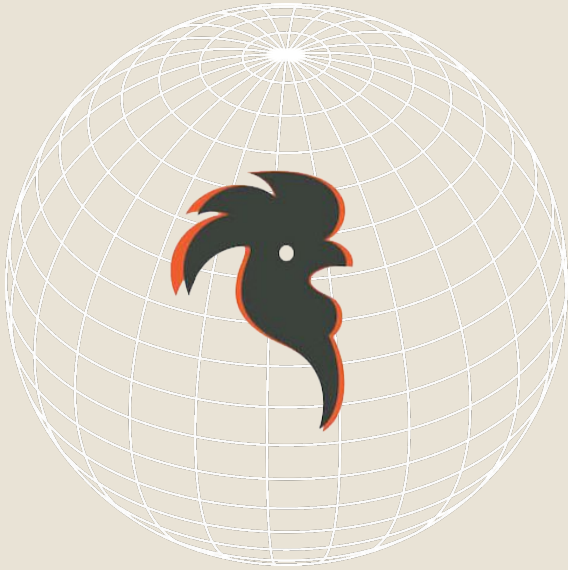
1. Pull all invoices for the products and/or services your company sold in the most recent Calendar Year (CY) or Fiscal Year (FY), depending on how you keep your books. If you have a report from your accounting software, that's even better.
2. Add all those invoices together to arrive at a total.
3. That total is your Total Revenue Benchmark (TRB).

*Example:*

If your invoices for CY/FY 2022 total out at \$1 million, then \$1 million is your TRB. Be sure to include project as well as recurring revenue that was billed, not collected.

*Don't stop thinking about tomorrow  
Don't stop, it'll soon be here  
It'll be here better than before  
Yesterday's gone, yesterday's gone*

**Who Sang It?**



Step Two:  
**CALCULATE UNUSED  
PRODUCTION  
CAPACITY**



---

# UNUSED PRODUCTION CAPACITY

Gap between what you're doing and what you can do.

---

1. Total out the actual production hours used during your most recent CY/FY.
2. Subtract that number from the total amount of production hours available for that time period.
3. The difference is your Unused Production Capacity.

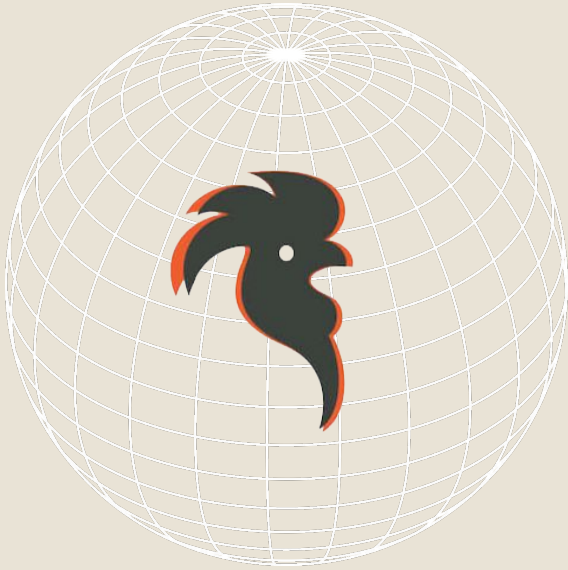
*Example:*

If there are 2000 total production hours available in a CY/FY and your actual production hours used was 1600, then you have 400 hours of Unused Production Capacity (UPC).

*Did he doubt or did he try?  
Answers aplenty in the bye and bye,  
Talk about your plenty, talk about your ills,  
One man gathers what another man spills.*

**Who Sang It?**





Step Three:  
**IDENTIFY UNDERSOLD  
SERVICES OFFERING**



---

# UNDERSOLD SERVICES OFFERING

Determining what to sell to existing clients.

---

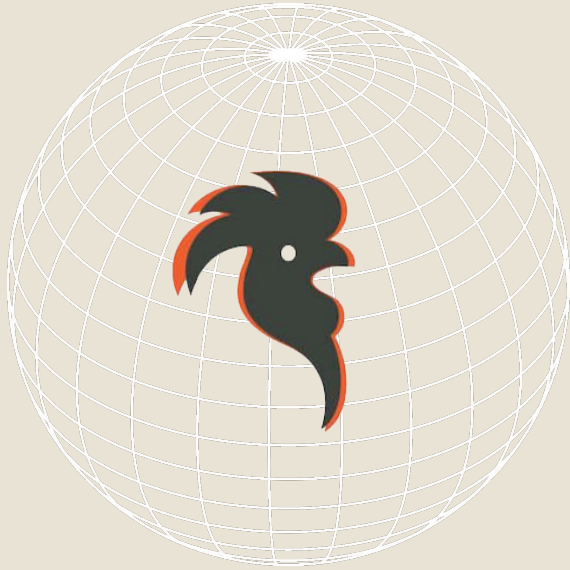
1. Rank the core services or products your company offers in order from best to worst in terms of how strong you are at delivery (profitability, labor intensity, success).
2. Going back to the invoices you pulled from Step 1, rank those services or products in order from most to least billed.
3. The services or products that were ranked high on strength but low on billed represent the Undersold Services Offering (USO).

*Example:*

<b>Strength in Delivering</b>	<b>Most Billed</b>
1. Website design	1. Email marketing
2. Email marketing	2. SEO/SEM
3. SEO/SEM	3. Website design

*Yes there are two paths you can go by,  
but in the long run there's still time to change  
the road you're on. And it makes me wonder.*

**Who Sang It?**



Step Four:  
**ESTIMATE POTENTIAL  
INCREMENTAL CLIENT  
REVENUE**



---

# INCREMENTAL CLIENT REVENUE

Pinpointing which clients to approach with what.

---

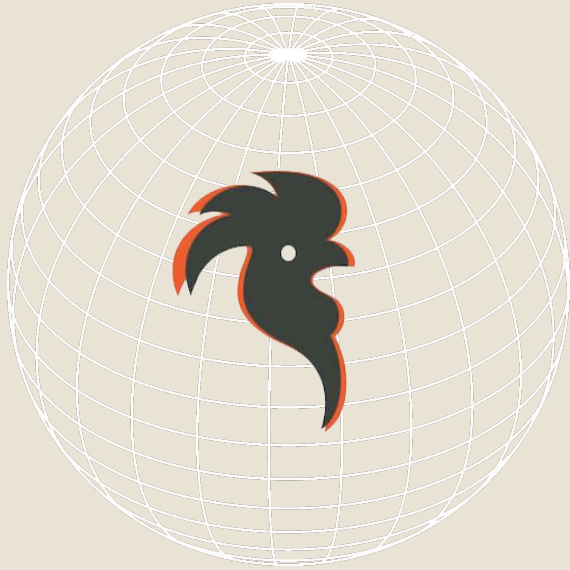
1. Identify the existing clients you should approach with the USO identified.
2. For each client, estimate how much each USO represents in actual dollars.
3. Adding each line item will reveal your Incremental Client Revenue (ICR).

*Example:*

Existing Client	USO	ICR
Client Name A	SEO/SEM	\$12,000
Client Name B	Website design	\$35,000
Client Name C	Website design	\$27,000
Client Name D	SEO/SEM	\$18,000
	<b>Total ICR:</b>	<b>\$92,000</b>

*Well, there's a rose in a fisted glove  
And the eagle flies with the dove  
And if you can't be with the one you love, honey  
Love the one you're with*

**Who Sang It?**



Step Five:  
**ESTIMATE POTENTIAL  
NEW CLIENT REVENUE**



---

# NEW CLIENT REVENUE

Defining your ideal client and their corresponding spend.

---

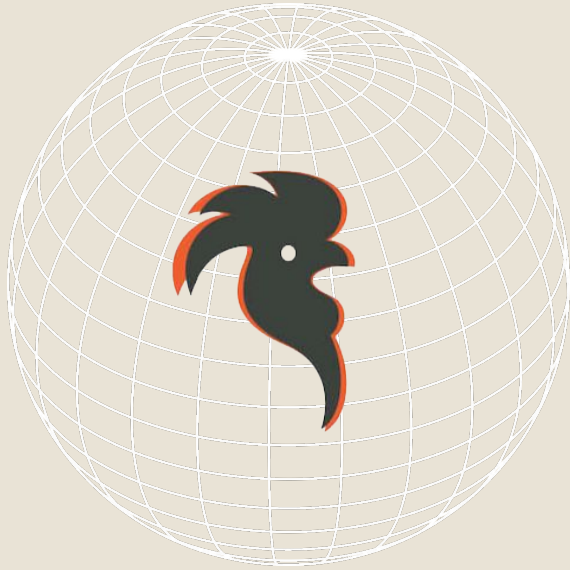
1. Define your Ideal Client Profile (ICP) based on demographics, geographics, and psychographics.
2. List the companies that match your ICP.
3. Estimate the potential revenue per company based on the USO to arrive at your total New Client Revenue (NCR).

*Example:*

New Ideal Client	USO	NCR
Company Name 1	Website design	\$35,000
Company Name 2	Website design	\$35,000
Company Name 3	Website design	\$35,000
Company Name 4	Website design	\$35,000
	<b>Total NCR:</b>	<b>\$140,000</b>

*Yeah, runnin' down a dream that never would come to me  
Workin' on a mystery, goin' wherever it leads  
Runnin' down a dream*

**Who Sang It?**



Step Six:  
**CALCULATE TWO TOTAL  
SALES GOALS**



# TWO TOTAL SALES GOALS

Determine each of the two distinct goals.

1. Add the TRB from Step 1, the ICR from Step 4, and the NCR from Step 5.
2. Calculate the percent increase for hitting the **Achievable** Goal based on the difference between TRB and the sum of ICR + NCR.
3. Based on the Achievable Goal, set *your desired % increase* to arrive at the **Aspirational** Goal. Keep in mind your Unused Production Capacity from Step 2 so that you don't overextend your delivery team.

*Example:*

TRB	ICR	NCR	ICR + NCR	Achievable Goal	Increase	Aspirational Goal
\$1,000,000	\$92,000	\$140,000	\$232,000	<b>\$1,232,000</b>	15%	<b>\$1,416,800</b>
				23% increase over TRB		41% increase over TRB

*Gonna knock you off your feet, Better recognize your brothers, Everyone you meet, Why in the world are we here, Surely not to live in pain and fear, Why on earth are you there, When you're ev'rywhere, Come and get your share, We all shine on*

**Who Sang It?**





This Guidebook was prepared by Scott Moss, Principal of M Sales Growth advisors. To learn more about how he can help your company grow, feel free to click the button below to schedule a call.

[Click to Schedule a Call](#)

Hope you had some fun with the musical trivia scattered about this guidebook. The artists were selected based on Scott's musical taste and their songs were chosen based the specific lyrics' appropriateness to each of the Six Steps. So, without further ado, here are the answers to Who Sang It?

*Page 4: Bruce Springsteen, Badlands*

*Page 6: Fleetwood Mac, Don't Stop*

*Page 8: Grateful Dead, St. Stephen*

*Page 10: Led Zeppelin, Stairway to Heaven*

*Page 12: Crosby, Stills, & Nash, Love the One You're With*

*Page 14: Tom Petty, Running Down a Dream*

*Page 16: John Lennon, Instant Karma*