

SALES GOAL CALCULATOR

PREDICTABLE & SCALABLE

In sales, too many people dream about success but never define it with numbers. They say they want to “make more money,” but they can’t tell you what that actually means in activity, effort, or execution. The truth is, what gets measured gets mastered. That’s where the Sales Calculator comes in.

This calculator is your roadmap — your personal GPS for success. It doesn’t just tell you what you want to make; it shows you exactly what you need to do to make it happen. From your desired monthly income all the way down to how many leads you need to contact, this tool takes the guesswork out of the grind.

Step 1: Start With Your Destination — Your Desired Income

Let’s start with the dream. Maybe you want to make \$10,000 a month. That’s \$120,000 a year, a six-figure lifestyle. Now, let’s reverse engineer it.

If you make an average of \$500 per sale after bonuses and commissions, you’d need 20 sales that month. Sounds simple enough, right? That’s where 95% of sales reps stop. They set a unit goal but have no idea what it actually takes to get there.

That’s where your Sales Calculator changes the game. Because this isn’t guessing — this is proven math and data backed by over a century of sales performance.

Step 2: Understand the Formula — Sales Is a Science

There’s no mystery to success. The data is crystal clear and it hasn’t changed in decades:

- 80% of customers who send in leads will engage in a conversation.
- 50% of engaged customers will set an appointment.
- 50% of those appointments will show up.
- 50% of customers who sit at your desk will buy.

That means to get one sale, you need six leads that engage in conversation. If you need 20 sales, you’ll need 120 engaged leads. And to get 120 engaged leads, you’ll need to generate about 150 total leads

Now the path is visible. No more guessing. No more hoping. Just math. And as we like to say: Math doesn’t lie, it tells the truth about your habits.

Step 3: Break Down Your Flow — From Desk to Deal

Once you know how many vehicles you need to sell, you can work backward with precision.

1. Sales Needed: 20
2. Customers at Desk Needed (50% close rate): 40
3. Lot-Ups You Will Get: 10
4. Appointments That Show (50% show rate): 30
5. Appointments Set (50% set rate): 60
6. Leads Engaged (80% engagement rate): 120
7. Leads You Will Need: 150

Now you can see every number you must hit, every key performance indicator (KPI) that drives your paycheck. These numbers don’t care about luck or talent; they reward consistency, discipline, and focus.

If you have a BDC team that handles your leads until the appointment is set, you may have stronger appointment show rates and can adjust your calculator accordingly. But once you track your numbers for a month, this calculator becomes laser-accurate to your store, your process, and your reality.

Step 4: Use the Numbers as a Mirror, Not a Hammer

Falling below the national averages isn’t failure, it’s feedback.

If your appointment show rate is low, it’s not the lead quality; it’s the follow through.

If your engagement rate is low, it’s not your CRM — it’s your communication or follow-up.

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Use the Growth Plan Troubleshooting Section in this Playbook to diagnose which step of your process needs work. When one metric is weak, the whole system slows down. When you strengthen one area, everything improves.

Step 5: Build Your Prospecting Plan — Create Your Own Leads

Once you know how many leads you need, the next step is creating a plan to get them. Your store might give you 50–60 lot ups and internet leads, but that only covers part of your funnel. The rest comes from prospecting, your personal business.

Here's what the data tells us:

- Internet leads close around 10%.
- Phone leads close around 25%.
- Facebook Marketplace and social leads close around 5–10%.
- Referrals and repeat customers close between 40–60%.

That means the more you work your relationships and social channels, the higher your close rate and the better your income consistency.

Now that you know your ratios, you can create a non-negotiable prospecting rule:

“For every sale I make, I’ll make X number of prospecting calls.”

That's how you keep your pipeline full and your income steady. Sales is a momentum sport, when you stop feeding your funnel, you starve your future.

Step 6: Execute the Plan Daily — Discipline Is the Equalizer

Once you know your KPIs, your only job is to execute relentlessly. Track your calls. Track your appointments. Track your demos. And every morning, start your day by looking at your calculator — not your paycheck.

The top performers in every dealership don't rely on luck; they rely on math and mission. They know their daily goals like athletes know their stats.

John Maxwell says, “You'll never change your life until you change something you do daily.” This calculator gives you that daily focus, a measurable plan for growth, momentum, and mastery.

Step 7: Believe in the Law of Cause and Effect

This is where mindset meets math.

If you do A, you'll get Z; because, B-Y should happen automatically naturally, PERIOD!!!

Over a century of sales data proves it: activity drives appointments, appointments drive opportunities, and opportunities drive income.

If you've ever said, “I don't know why I'm not selling more,” this calculator is your answer. You now have clarity, control, and accountability — the three pillars of growth.

The question is no longer “Can I?”

The question is “Will I do what the math says?”

Final Thought: Numbers Don't Lie — They Lead

This Sales Calculator isn't just a tool — it's a truth meter. It strips away excuses and replaces them with direction. It takes “I hope” out of your vocabulary and replaces it with “I know. When you use it daily, you'll stop chasing sales and start controlling them. You'll become intentional, disciplined, and unstoppable. Because legends don't guess their goals — they calculate them, they execute them, and they crush them.

So, open your calculator. Plug in your dream income. And start reverse-engineering your future — one lead, one call, one deal at a time. This is your roadmap. Follow it with faith, focus, and fire... and you'll never have to wonder again where success comes from.

TROUBLESHOOTING KPI'S SOLUTIONS TO YOUR GROWTH

Your Key Performance Indicators (KPIs) tell the truth. They don't lie. They don't sugarcoat. They don't make excuses. They're the mirror that reflects your consistency, execution, and mindset. When one of your KPIs is low, it's not failure, it's feedback. It's your personal performance dashboard saying, "Something needs tuning."

Below is your Legendary KPI Diagnostic Chart, breaking down the most common problem areas and how to fix them fast. Each section gives you the five most likely causes and powerful, real-world fixes that top performers use daily.

1. Low Leads

If your lead volume is low, you're starving the top of your funnel, and an empty funnel equals an empty paycheck.

Possible Causes & Fixes:

- You're waiting on the dealership instead of generating your own business.
 - Fix: Use Facebook Marketplace, referrals, and social posts daily. Create your own traffic.
- You're not asking for referrals from delivered customers.
 - Fix: Follow up every delivery with a thank-you video and a referral request.
- You're invisible online.
 - Fix: Post content that builds brand, not just inventory. Share wins, value, and personality.
- You're not mining your CRM.
 - Fix: Revisit unsold leads, orphan owners, and lost deals from 30–90 days ago.
- You're not prospecting consistently.
 - Fix: Block "Power Hours" every day for 30–60 minutes of outbound calls and texts. Make it non-negotiable.

2. Low Engagement Rate

You're reaching out, but nobody's responding. Leads go dark.

Possible Causes & Fixes:

- Your first message sounds robotic or salesy.
 - Fix: Lead with curiosity, not a pitch. "Hey Mike, saw your interest in the F-150, upgrading or adding another?"
- You're responding too slowly.
 - Fix: Speed wins. Respond within two minutes, before competitors even log in.
- Your tone lacks confidence or enthusiasm.
 - Fix: Smile when you speak. Send quick video messages to humanize your outreach.
- You're inconsistent with follow-up rhythm.
 - Fix: Use the 7-5-3-2 Rule — 7 contacts first 48 hours, 5 over next 3 days, 3 after that, then 2 weekly.
- You're not giving them a reason to respond.
 - Fix: End every text or email with a curiosity hook, "I've got something that might surprise you, want to see it?"

3. Low Appointment Rate

Leads are engaging, but you can't convert conversations into confirmed appointments.

Possible Causes & Fixes:

- You're not giving a compelling reason to come in.
 - Fix: Add urgency and exclusivity. "I want to show you this before it's gone."
- You're asking if they want to come in instead of when.
 - Fix: Give two options: "Would 10am or 3pm work better for you?"
- You're giving too much info upfront.
 - Fix: Create curiosity. "There's a feature you'll love, easier to show than explain."
- You're lacking confidence in the invite.
 - Fix: Speak like it's the natural next step, not a request. Energy transfers.
- You're not pre-framing the benefit of meeting.
 - Fix: "My goal is to save you time and get everything ready before you arrive, sound good?"

TROUBLESHOOTING KPI'S SOLUTIONS TO YOUR GROWTH

4. Low Show Rate

Appointments are being set but not showing — this crushes efficiency and morale.

Possible Causes & Fixes:

- You're not confirming appointments.
 - Fix: Always text confirmation immediately, then again 2 hours before the appointment.
- You didn't connect emotionally on the phone.
 - Fix: Build trust through curiosity and warmth. People show up for people they like.
- They don't see enough value in showing.
 - Fix: Use scarcity or urgency: "That vehicle's got a lot of interest — let's make sure it's available for you."
- You're not sending pre-appointment videos.
 - Fix: Send a short clip next to their vehicle: "Hey Sara, your new Escape's ready for 2:00 — can't wait to meet you!"
- You're not reconfirming with energy or gratitude.
 - Fix: Text in the morning: "Appreciate you coming in today, I've got everything ready for you — see you soon!"

5. Low Lot Ups

You're not getting traffic through the door or onto the lot.

Possible Causes & Fixes:

- You're not visible or greeting fast enough.
 - Fix: Be outside and engaged. Stand tall, phone down, ready to serve.
- Dealership's marketing is weak or inconsistent.
 - Fix: Partner with management to boost local campaigns, or build your personal brand online.
- You're not prospecting the service drive.
 - Fix: Meet service customers, start conversations, and offer vehicle appraisals.
- You're not networking locally.
 - Fix: Get involved in community events, schools, and small businesses.
- Your energy is low and customers feel it.
 - Fix: Energy attracts. Crank up your confidence before each shift, enthusiasm sells before words do.

6. Low Closing Rate

You're getting opportunities, but not locking them down.

Possible Causes & Fixes:

- You're not building enough value upfront.
 - Fix: Slow down during F-B-V (Feature-Benefit-Value). Value kills objections.
- You're asking weak closing questions.
 - Fix: Stop saying "What do you think?" Ask assumptive questions with two options.
- You're skipping trial closes.
 - Fix: Ask before the desk: "If the numbers work and you love the drive, is this the one you'd see in your driveway?"
- You're letting emotion fade at the desk.
 - Fix: Keep excitement alive. Don't go cold at the table — stay upbeat and focused on the solution.
- You're losing control of silence.
 - Fix: Ask, shut up, and smile. Let the customer process. Confidence lives in composure.

TROUBLESHOOTING KPI'S SOLUTIONS TO YOUR GROWTH

7. Low Commissions / Low Gross

You're selling, but you're leaving money on the table.

Possible Causes & Fixes:

- You're discounting too early.
 - Fix: Rebuild value before price. Never lead with concession, lead with confidence.
- You're using words that devalue the experience.
 - Fix: Replace "cheap" or "discount" with "savings" and "cost-effective."
- You're not presenting add-ons with conviction.
 - Fix: Believe in your F&I products, they're protection, not pressure.
- You're not asking for the sale clearly.
 - Fix: Ask confidently: "Let's make this yours, sound good?"
- You're not reviewing your deals for missed profit areas.
 - Fix: Go back over every sold deal weekly with your manager, find where you can tighten your process.

8. Low Prospecting Calls

Your future pipeline is shrinking — no activity, no opportunity.

Possible Causes & Fixes:

- You're reactive instead of proactive.
 - Fix: Block two "prospecting power sessions" daily and protect that time like a client meeting.
- You've lost touch with your "why."
 - Fix: Write your goals out every morning. Purpose fuels persistence.
- You're not tracking your ratios.
 - Fix: Know your call-to-sale number. If it takes 30 calls for one deal, make 60 for two.
- You're avoiding calls because of fear or boredom.
 - Fix: Change your state before you start. Music, movement, motivation — whatever gets your energy up.
- You're not using a variety of contact methods.
 - Fix: Mix calls, texts, and videos. Some people reply to sound, others to sight. Adapt to your audience.

Final Word — Diagnose, Don't Excuse

Top performers don't blame, they analyze. They look at their KPIs not as criticism, but as a coaching tool. When one dial drops, they don't panic, they pivot. Your KPIs are your cockpit controls. When you know what each gauge means, you can fly your career with confidence and precision.

Numbers don't lie, but neither does the effort. Fix the lead flow, strengthen the engagement, tighten the follow-up, and execute daily. The sales pros who consistently track, test, and troubleshoot are the ones who dominate their markets and protect their gross. Because legends don't hope for better numbers, they build them.



EXAMPLE TO MAKE
\$10K PER MONTH

SALES GOALS CALCULATOR

\$10K

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\$550

=

18

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

22

WORKING DAYS

1

SALES / DAY

18

÷

50%

=

36

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

2

CUSTOMERS AT DESK
PER DAY

36

—

15

=

21

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

21

÷

50%

=

42

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

2

APPOINTMENTS /
DAY

42

÷

50%

=

84

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

84

÷

80%

=

105

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

5

OUTSIDE LEADS / DAY

18

×

50

=

900

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

41

CALLS / DAY

WHAT IF YOU GOT
JUST 10% BETTER

SALES GOALS CALCULATOR

22

WORKING DAYS

\$15K

÷

\$550

=

27

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

1.5

SALES / DAY

27

÷

60%

=

45

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

2

CUSTOMERS AT DESK
PER DAY

45

—

15

=

30

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

30

÷

60%

=

50

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

3

APPOINTMENTS /
DAY

50

÷

60%

=

84

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

84

÷

80%

=

105

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

5

OUTSIDE LEADS / DAY

27

×

50

=

1350

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

61

CALLS / DAY

SALES GOALS CALCULATOR

WORKING DAYS

÷

=

WHAT INCOME DO
YOU WANT TO MAKE
THIS MONTH?

WHAT IS THE AVERAGE
COMMISSION + BONUS
PER DEAL? (\$550)

NUMBER OF UNITS
TO SELL

SALES / DAY

÷

=

NUMBER OF UNITS
TO SELL

CLOSING % OF CLIENTS
IN PERSON (50%)

VISITS + LOT UPS
YOU NEED

CUSTOMERS AT DESK
PER DAY

—

=

VISITS + LOT UPS
YOU NEED

LOT UPS YOU WILL
GET

VISITS YOU WILL
NEED

÷

=

VISITS YOU WILL
NEED

PERCENTAGE OF
APPOINTMENTS THAT
SHOW (50%)

APPOINTMENTS YOU
NEED TO SET

APPOINTMENTS /
DAY

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=

APPOINTMENTS YOU
NEED TO SET

PERCENTAGE OF
ENGAGED LEADS THAT
SET APPOINTMENTS
(50%)

AMOUNT OF
ENGAGED LEADS
YOU NEED

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=

AMOUNT OF
ENGAGED LEADS YOU
NEED

PERCENTAGE OF
LEADS THAT ENGAGE
(80%)

AMOUNT OF OUTSIDE
LEADS YOU NEED

OUTSIDE LEADS / DAY

×

=

NUMBER OF UNITS
TO SELL

NON-NEGOTIABLE
CALLS PER SALE

CALLS NEEDED
MONTHLY

CALLS / DAY

SALES RESULTS

GROWTH EVALUATION

GOAL	ACTUAL	LAST MONTH	GROWTH PLAN
SALES	SALES	SALES	
COMMISSION / SALE	COMMISSION / SALE	COMMISSION / SALE	
LOT UPS	LOT UPS	LOT UPS	
VISITS	VISITS	VISITS	
APPOINTMENTS	APPOINTMENTS	APPOINTMENTS	
ENGAGED LEADS	ENGAGED LEADS	ENGAGED LEADS	
LEADS	LEADS	LEADS	
CALLS	CALLS	CALLS	