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This exercise can help you establish a cost benchmark for sales hiring costs.

How many salespeople do you have? _____ A

Total revenue your current sales team produces: \$_____ B

How many people have you hired in the past five years? _____ C

Number of salespeople that have left or have been let go in the past five years: _____ D

Turnover Percentage = (D/C) * 100 _____ E

Approximate number of people interviewed: _____ F

Average time of interviews (hrs): _____ G

Value of my time (per hour): \$_____ H

Cost of Interviewing = F * G * H \$_____ I

Average monthly base salary you pay salespeople: \$_____ J

Average number of months of employment of salespeople no longer with company: _____ K

Cost of Payroll = D * J * K \$_____ L

Hours of personal time invested in training, managing and coaching one salesperson: _____ M

Average cost of outside training per salesperson: \$_____ N

Cost of Training = (M * H * D) + (N * D) \$_____ O

Recruiter fees paid: \$_____ P

Cost of leads: \$_____ Q

Cost of phones bills and/or contact lists: \$_____ R

Advances and/or commissions paid in advance on non-collected accounts: \$_____ S

Cost of travel and /or reimbursed expenses: \$_____ T

Miscellaneous Hard Costs = P + Q + R + S + T \$_____ U

TOTAL COST OF NON-PRODUCERS = I + L + O + U \$_____