



	Sales Goals	Sales Targets	Sales Quotas
Aim	The overall growth of the company determines sales goals.	Sales targets are usually assigned to teams, where the team is responsible for achieving a part of the sales goal.	Sales quotas are well-defined revenue quotas or volume quotas that an individual needs to complete in a specific period.
Planned by	Higher management (CEOs,	Sales VPs or Sales Leaders determine the	Sales managers assign a sales

	<p>founders, Sales VPs) based on growth trajectory and sales forecasting methods.</p>	<p>sales target for sales managers based on territory or product lines.</p>	<p>quota to their sales reps based on past performance and potential. The sales quota is not the same for each rep.</p>
Execution	<p>The sales goal is transformed into numbers and broken down into targets. These targets are split across all the sales teams.</p>	<p>Sales managers ensure that the entire team meets the sales target by breaking it down into dynamic sales quotas and providing additional</p>	<p>The salesperson must ensure that his quota is met within the quarter, otherwise, they lose out on their commissions.</p>

		incentives.	
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