

The RAIN Sales Prospecting Meeting Calculator

The RAIN Sales Prospecting Meeting Calculator is a tool that helps you reverse engineer your revenue goal to determine the prospecting actions you need to take to meet it.

[You can download the calculator here.](#) →

Prospecting Meetings — Goals and Assumptions

BOX 1	Targets
	Meetings
	Pipeline opportunities
	Proposals
	Win

Above meetings broken down by:

WEEK	MONTH	YEAR

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BOX 2	Targets convert to meetings
BOX 3	Meetings convert to pipeline opportunities
BOX 4	Pipeline opportunities convert to proposals
BOX 5	Win rate on proposed opportunities
BOX 6	Average size of sale

	Revenue from prospecting
BOX 7	Revenue from other sources

BOX 8	Targeted total revenue
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	Gap/Surplus
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To get accurate targets, enter conversion percentages in the **green boxes**. You can do this from your personal experience or the average performance of the sellers at your company. This may require you to reference your CRM or discuss with your manager or longer-tenured sellers on your team.

Also, consider that meetings set through prospecting efforts often have different metrics than inbound leads, such as lower conversion rates and longer sales cycles.

You need to know:

- How many meetings are typically generated from prospecting activities. Enter that percentage in **box 2**.
- How many meetings result in an opportunity that enters your pipeline. Enter that percentage in **box 3**.
- How many opportunities make it to proposal. Enter that percentage in **box 4**.
- Your win rate on proposals. Enter that percentage in **box 5**.
- Your average deal size. Enter that percentage in **box 6**.
- How much revenue you generate from other sources that counts toward your goal. This could include passive revenue sources, on-demand products, carry-over licensing revenue, etc. Remember, this is revenue you expect from other sources for the entire year. Enter that number in **box 7**.

- Your targeted total annual revenue. This may be a goal you have for yourself or a goal that's been determined by your manager. Enter that number in **box 8**.

You also need to take into account other factors, such as:

- How much you have in your pipeline now:** What can you already account for this year and can remove from your calculations?
- Sales cycle timing:** If your sales cycle is 100 days, and you need all these opportunities to generate revenue, these opportunities must all be in your pipeline 100 days before year end and meetings may need to be set sooner.
- How quickly you get repeat business:** Higher rates of or faster repeat business will reduce what you need to bring in from the outside.

Now let's go back to box 1, Targets. You need to determine how many unique people you're going to target, and reach out to, to generate meetings.

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Start by entering **500** in **box 1**. Take a look at how this affects the gap/surplus amount.

- **If the number is positive:** Great! You're on the right track.
- **If the number is negative:** Based on the data you've entered, this number of targets won't get you to your revenue goal this year.

Now that you have a baseline, you can adjust the number of targets up or down based on your revenue gap/surplus. Take a close look at the meetings broken down by week and month. Do these seem like reasonable goals based on your availability, company, and industry?

In addition to helping plan your prospecting actions, the calculator is great for putting your goals into perspective: setting two meetings a week seems a lot more achievable than facing down a \$2 million quota.

Use the calculator to build a solid plan of action for how to predictably reach your goals and ensure you're on the right track.

THE IMPACT OF UPSKILLING

Improving your prospecting and pipeline conversion rates can have a big impact on your results. Let's say you improve your connection rate from 15% to 20%. And you improve your meeting to opportunity conversion from 30% to 35%. Where you might have generated \$800k in revenue from reaching out to 750 targets before, you'll now generate \$1.3 million from the same group.

Training to develop more effective attraction campaigns, improve messaging, lead better sales conversations, and become a source of value and education for prospects, can move the needle on conversion rates and make a big difference in sales outcomes. [Learn more.](#) →