

Consistent Sales Calculator: How to More Time for Sales

An Exercise from Caroline Fay, Founder and Principal, [The Extra Group](#)

How to use this worksheet:

1. To make a copy, select all, copy, and paste into a new doc, or select File > Make a Copy. You can also select File > Download.

Please note:

This is a publicly available doc and I welcome you to share it with any other founder friends you like. My preference would be if you didn't publish this document publicly (as I hope to polish it up a bit and then share it more widely).

To that end, if you have feedback or ideas on how to make this resource more effective, please share! You can reach me via [my website](#).

Feel free to delete everything above when you create your own version.

WHY THIS MATTERS

Without consistent sales conversations, you won't have the revenue or feedback needed to succeed. And historically, startup founders will find a way to prioritize just about anything over sales! Let's fight that urge by building a consistent sales practice that works specifically *for you*. This worksheet will help you commit to sales activities and find the time to execute them effectively.

PART 1: YOUR SALES ACTIVITY TARGETS

Setting Realistic Goals

- **Your target is to have 5-10 potential buyer conversations per week.**
- At less than 5 conversations weekly, you won't get enough market signal from the demand side in a timely fashion.
- With a typical 5% email-to-call conversion rate, you need to contact ~25 prospects daily to book 5 calls weekly

Time Requirements to hit 5 Sales Calls per Week

Prospecting:

- **Full-time founders:** Dedicate 90 minutes daily (5+ hours weekly)
- **Part-time founders:** Aim for 5 hours weekly minimum for prospecting (can batch work on weekends)

Plus, we must earmark time for the actual sales calls we book:

- **Sales calls:** Set aside a few blocks of time during the week for sales calls. This block should match with when your customer is available.
- When do you believe that your customer is most available?
- It's possible that they are around at a time that's not convenient for you. We will need to get creative to accommodate them (unfortunately, they won't be interested in accommodating you).

PART 2: TIME AUDIT

Track your current weekly hours. Be honest and round up to get an accurate picture:

Activity	Current Hours Per Week (average)
Paid work outside startup (e.g. consulting, full-time job, etc)	
Family commitments (e.g. parenting, caregiving)	
Product development	
Managing contractors or teammates	
Sales prospecting	
Prepping and running sales calls	
Fundraising, talking to investors	
Networking events	

Marketing (e.g. building your brand / audience, social media, writing)	
Customer research	
Other: _____	
TOTAL	

Note on targets: Full-time founders should spend 50% of work time on sales activities. Part-time founders should prioritize at least 9 hours weekly for sales.

PART 3: CREATING YOUR CONSISTENT SALES PRACTICE

Right-sizing Startup Activities

Review what you're spending time on within your startup. Which can you reduce?

1. _____
2. _____
3. _____

Which do you believe you can't reduce, and why?

1. _____
2. _____
3. _____

Getting Creative with External Commitments

Sometimes there are factors outside of your startup activities that impact time available for sales. Where can we reduce or rightsize? These decisions are incredibly personal, but if you're wanting to take your startup to the next level, we'll want to find a way to invest a minimally viable amount of time on sales.

Some ideas on how to reduce or rightsize external commitments:

- ☐ Reduce hours at full-time job
- ☐ Cut back on consulting/side projects
- ☐ Delegate family responsibilities or get additional help
- ☐ Request part-time or flexible work arrangements
- ☐ Other: _____

How are you thinking about reducing and rightsizing your non-startup commitments to ensure you have time for sales?

Based on the prior two exercises, mark down how you might shift your activities going forward. It's important to remember that while we want to build a consistent sales practice, this is just an experiment that we can tweak and change over time, based on what you find really works

Activity	Current Hours Per Week (average)	New Hours Per Week
Paid work outside startup (e.g. consulting, full-time job, etc)		
Family commitments (e.g. parenting, caregiving)		
Product development		
Managing contractors or teammates		
Sales prospecting		5 (at least)
Prepping and running sales calls		4 (at least)
Fundraising, talking to investors		
Networking events		
Marketing (e.g. building your brand / audience, social media, writing)		
Customer research		
Other: _____		
TOTAL		

PART 4: ACCOUNTABILITY & TRACKING

Let's fold in some commitments to help you stay accountable on hitting your sales goals.
Committing to a consistent plan ensures you don't have to think so much about when you'll sell
– You just show up and make it happen.

Time Blocking for Sales Success

Considering your personal work style, responsibilities, and your customer's availability for sales calls, when will you commit to sales activities?

Sales Prospecting: (Choose specific times)

- Day: _____ Time: _____ Duration: _____
- Day: _____ Time: _____ Duration: _____
- Day: _____ Time: _____ Duration: _____

Sales Calls: (Identify times when your prospects are likely available)

- Day: _____ Time: _____ Duration: _____
- Day: _____ Time: _____ Duration: _____
- Day: _____ Time: _____ Duration: _____

Commitments:

- ☐ I will review my sales activity metrics weekly on: _____ (day/time)
- ☐ I will adjust my schedule monthly based on results
- ☐ I will share my commitments with: _____ (accountability partner) at the following cadence: _____

Weekly Tracking:

You can use the below as the basis for a weekly tracking system.

- Target outreach: _____ prospects
- Actual outreach: _____ prospects
- Calls scheduled: _____ calls
- Calls completed: _____ calls

The easiest part about sales is learning the tactics. The hard part is consistently applying them. By completing this exercise, you've taken a huge step in the right direction! CONGRATS!