

Role	On Target Earnings (OTE)		
Sales Development Representative (SDR)	\$75,000.00		
Account Executive (AE)	\$125,000.00		
Sales Engineer (SE)	\$110,000.00		
<b>Team Composition</b>			
SDR:AE	1	1	4
SE:AE	1	1	1
AE	1	1	1
<b>Annual Team Cost</b>	\$310,000.00	\$310,000.00	\$535,000.00
<b>Monthly Team Cost</b>	\$25,833.33	\$25,833.33	\$44,583.33
<b>Sales Funnel Conversion Rates</b>			
Lead to Qualified Lead	10%	10%	10%
Qualified Lead to Proposal	25%	25%	25%
Proposals to Signed Contracts	25%	25%	25%
<b>Sales Funnel (by numbers)</b>			
# Signed Contracts per AE	1	4	4
# Proposals per AE	4	16	16
# Qualified Leads per AE	16	64	64
# Leads per SDR	160	640	160
# Leads per SDR/Day	8	32	8
# Leads per SDR/Hour	1	4	1
<b>Time to Close (Months)</b>	9	9	9
<b>Length of Contract (Months)</b>	24	24	24
<b>Calculated Metrics (Monthly)</b>			
CAC	\$232,500.00	\$58,125.00	\$100,312.50
<b>Desired SaaS Metrics</b>			
LTV:CAC	3	3	2
MtRCAC	12	12	12
<b>Target Metrics</b>			
MCV	\$29,062.50	\$7,265.63	\$8,359.38
LTV	\$697,500.00	\$174,375.00	\$200,625.00
MtRCAC	8	8	12
<b>Cost Per Seat</b>			
	\$5	\$5	\$5
<b># Seats that need to be sold</b>	5,813	1,453	1,672

<b>Cost Per Seat</b>	\$100	\$100	\$100
<b># Seats that need to be sold</b>	291	73	84