

Sales Achievement Cheat Sheet

Sales is the easiest role to quantify — every number you need is already in the CRM under your name.

NUMBERS YOU ALREADY HOLD

quota attainment % revenue closed deals closed & win rate pipeline generated average deal size
sales cycle length demos/calls booked renewal & upsell rate

BEFORE → AFTER

✗ Responsible for managing a sales territory.

✓ Hit 127% of a \$1.2M quota two years running across the West territory.

✗ Made outbound sales calls.

✓ Booked 15 qualified demos/week from cold outreach; built the pipeline that closed \$400k in Q2.

✗ Handled client relationships.

✓ Grew average deal size 35% by moving accounts from monthly to annual contracts.

✗ Worked to close deals.

✓ Cut the sales cycle from 90 to 62 days by rebuilding the discovery script the team adopted.

✗ Managed renewals.

✓ Retained 94% of book-of-business and upsold 22% of accounts on renewal.

HONEST ESTIMATION

15 demos/week × ~25% close × \$8k avg deal = clear pipeline math. Every input is a number you personally track in the CRM.

HOW THIS SCALES WITH SENIORITY

JUNIOR Booked 15 demos/week; 112% of a first-year quota.

MID 127% of a \$1.2M quota; grew average deal size 35%.

SENIOR Built the outbound playbook adopted by a 10-rep team; team win rate rose from 18% to 26%.