



Cost of Sales Ghosts

Directions: To determine the amount that you spend on “Sales Ghosts”, answer the following questions.

	Topic	Answer
A	The number of salespeople hired during the last five years	
B	The number of salespeople fired or who quit during that time	
C	The number of candidates interviewed for each position	
D	Approximate duration of each interview	
E	The number of times each candidate was interviewed	
F	Hours invested coaching each salesperson	
G	Fees paid to recruiters for each position	\$
H	Cost of advertising each position	\$
I	The Value of your time (\$/hour)	\$
J	Cost of training each person	\$
K	Average annual salary paid	\$
L	YOUR TURNOVER PERCENTAGE (B/A)	%
M	YOUR COST OF RECRUITING (A x C x D x E x I) +(G + H) x A	\$
N	YOUR DEVELOPMENT COSTS (K + J) x A	\$
O	THE TOTAL COST OF YOUR SALES GHOSTS (M + N) x L	\$

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