

Resources Calculate Time in the Selling Zone

How many FTEs contribute to sales?

Many sales teams underestimate the time and effort they'll need to reach their occupancy goals. When developing a strategy, a great place to start is calculating where you currently spend time and identifying opportunities to increase Time in the Selling Zone.

The full capacity of one sales FTE is 40 hours per week, approximately 160 hours per month. Data shows that a focused salesperson can dedicate 50% of their total capacity, or 80 hours per month, to high-impact sales activities. To get better results, Best Sales Performers have either more sales capacity (more FTE equivalents) or they keep their existing sales capacity focused on Time in the Selling Zone rather than move-in coordination, front desk duties, event management, marketing, and other non-

Selling Zone tasks. **For this reason, operators are encouraged to look closely at the cost of a sales hour, especially of a Best Sales Performer, and the opportunity cost of displaced sales capacity.**

Begin with an estimate of the amount of time you spend each week in the following operations and marketing tasks and add them to the "current" column in the chart. Then, find ways to calibrate between non-selling responsibilities listed below and high-engagement selling activities that we've identified in this report (home visits, creative follow-ups and planning are the most impactful).

Use this worksheet to input your own data and it will automatically calculate your total time.

Optimized for Adobe Acrobat and Google Chrome.

Tasks & Responsibilities	EXAMPLE		YOUR TIME	
	Current	Goal	Current	Goal
Total Hours Worked per Week	40	40		
Non-Selling Zone Meetings (Stand-up meetings, resident committee, etc.)	5	4		
Time with Existing Residents (Friendly interactions and engagements)	3	3		
Operational Issues (Solving problems for existing residents)	8	1		
Reporting (Organize and submit data to leadership)	3	1		
Budgeting & Payroll (Department management)	3	1		
Outreach & Networking (Public relations and referrals)	4	4		
Lead Generating Events (Onsite and off-site events)	2	2		
Advertising (Generating new leads)	1	1		
Move-in Coordination (Assessment, paperwork, unit readiness, moving logistics)	6	3		
Total Time Outside the Selling Zone	35	20		
Time Remaining for the Selling Zone per Week	5 Hours	20 Hours		