

Clean Quota vs Fantasy Quota

Comparison between a realistic sales quota built from segmented evidence and a fantasy quota built from optimistic assumptions.

<https://accountexecutivejobs.com/blog/sales-management/how-to-set-a-realistic-sales-quota>

 **Account Executive Jobs**
Planning discipline

Evidence check

Clean Quota vs Fantasy Quota

A credible target survives timing, capacity, and downside cases.

Model the operating system

Clean quota

01 Uses segmented deal and win-rate data

02 Counts only opportunities that can close

03 Tests workload and territory supply

04 Shows ramp and downside cases

Back into the board target

Fantasy quota

01 Mixes stages, segments, or currencies

02 Counts late pipeline in the current period

03 Assumes capacity expands without cost

04 Needs every input to improve at once

Do not stack every optimistic assumption into the base case.

AccountExecutiveJobs.com

Use this reference

Read the full guide for the context behind this visual. The original illustration and its source belong together when you share it.

Notes
