

The Cost of *New Seller Turnover*



For many leaders, seller turnover is considered a given. But what about when someone who is still onboarding decides to leave? The loss wreaks havoc on everything from resourcing and training to budget, revenue, and forecasting. This underscores the importance of building an [effective onboarding process](#) with a goal of reducing turnover and retaining sellers who come up to full productivity.

Use the calculator below to estimate the cost of losing a new seller and the gains in reducing turnover.

Costs Per Seller	
Recruiting costs (hard costs: recruiting fees, assessment costs, travel costs, etc.)	
Additional recruiting costs (soft costs: other seller time lost, manager time lost, HR effort, etc.)	
Onboarding costs (training hard costs, training soft costs, manager time spent, travel and entertainment, etc.)	
Sub-total	
Salary per month x months at organization before turning over	x
Total cost of onboarding per seller	
Revenue Per Seller	
Average annual seller quota at average performance	
Revenue lost that would have been gained if seller stayed another 12 months	
Analysis	
Average number of sales hires per year	
Average unwanted turnover during onboarding process (%)	
Number of sellers lost	
Total cost of undesired turnover	
Turnover Reduction Goal	
Turnover reduction—number of sellers retained	
Investment not lost	
New annual revenue	