



This basic sales report/forecast tool is for a small or new businesses which does not yet have a computerised full management information system, which would normally integrate sales reporting with other business processes.

	MONTH				YEAR-TO-DATE			
	Actual	Plan	Variance	%	Actual	Plan	Variance	%
Sales for Month								
Volumes/Quantity/Number								
Values/Revenues								
Margin/Contribution								
% Margin/Contribution								
Number of Orders								
Average Order Value								
Next Month Forecast	Forecast	Plan	Variance	%	Forecast	Plan	Variance	%
Volumes/Quantity/Number								
Values/Revenues								
Margin								
Quarter Forecast	Forecast	Plan	Variance	%	Forecast	Plan	Variance	%
Values/Revenues								
Margin								
Year Forecast	Forecast	Plan	Variance	%				
Values/Revenues								
Margin								

<p>Summary/Forecast of Sales Performance and Activities</p>
<p>Comments on Internal Services Affecting Sales and Customers (i.e., Order Processing, Customer Services, Stock, Distribution and Deliveries, Service Support, Invoicing, Contracts, New Product Development, and Training)</p>
<p>Competitor Activity</p>
<p>Market Comments (Trends, Developments, SWOT, i.e., Strengths, Weaknesses, Opportunities, Threats)</p>
<p>Report compiled by _____ Date _____</p>