**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11456&utm_source=integrated+content&utm_campaign=/content/monthly-sales-report-templates&utm_medium=Simple+Monthly+Sales+Report+doc+11456&lpa=Simple+Monthly+Sales+Report+doc+11456&lx=PFpZZjisDNTS-Ddigi3MyABAgeTPLDIL8TQRu558b7w)SIMPLE MONTHLY SALES REPORT TEMPLATE**

|  |  |  |
| --- | --- | --- |
| SALES MANAGER NAME |  | DATE |
| Colin I. |  | 02/08/28 |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SALES REPORT | | | | | | | | |  |  |
| **CURRENT MONTH** | | | | |  | | **PREVIOUS MONTH** | | | | |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | |  | | **PLANNED** | **ACTUAL** | **VARIANCE** |
| Sales Volume | $45,000.00 | $46,000.00 | $(1,000.00) |  | | Sales Volume | | $66,000.00 | $46,000.00 | $20,000.00 |
| Total Revenue | $65,000.00 | $63,000.00 | $2,000.00 |  | | Total Revenue | | $65,000.00 | $63,000.00 | $2,000.00 |
| Sales Margin | 16% | 25% | -9% |  | | Sales Margin | | 16% | 25% | -9% |
| Total Orders | 14 | 17 | -3 |  | | Total Orders | | 14 | 17 | -3 |
| Average Order Value | $25.00 | $25.00 | $ - |  | | Average Order Value | | $25.00 | $25.00 | $ - |
| Other | $14.00 | $15.00 | $ (1.00) |  | | Other | | $14.00 | $15.00 | $(1.00) |
|  | $ - | $ - | $ - |  | |  | | $ - | $ - | $ - |
|  | $ - | $ - | $ - |  | |  | | $ - | $ - | $ - |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| YEAR-TO-DATE SALES | |  |  |  |  |  |  |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | **Sales Performance Summary** | On target for annual goals | |
| Sales Volume | $150,000.00 | $132,000.00 | $18,000.00 |  | **Notable SWOT Elements** | | |
| Total Revenue | $260,000.00 | $152,000.00 | $108,000.00 |  | *Strengths* | Regular customer outreach | |
| Sales Margin | 16% | 25% | -9% |  | *Challenges* | Staffing nights and weekends | |
| Total Orders | 14 | 17 | -3 |  | *Opportunities* |  | |
| Average Order Value | $25.00 | $25.00 | $ - |  | *Threats* |  | |
| Other | $14.00 | $15.00 | $ (1.00) |  | **Recommendations** |  | |
|  | $ - | $ - | $ - |  |
|  | $ - | $ - | $ - |  |

**SIMPLE MONTHLY SALES REPORT TEMPLATE**

|  |  |  |
| --- | --- | --- |
| SALES MANAGER NAME |  | DATE |
|  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| SALES REPORT | | | | | | | | |  |  |
| **CURRENT MONTH** | | | | |  | | **PREVIOUS MONTH** | | | | |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | |  | | **PLANNED** | **ACTUAL** | **VARIANCE** |
| Sales Volume |  |  |  |  | | Sales Volume | |  |  |  |
| Total Revenue |  |  |  |  | | Total Revenue | |  |  |  |
| Sales Margin |  |  |  |  | | Sales Margin | |  |  |  |
| Total Orders |  |  |  |  | | Total Orders | |  |  |  |
| Average Order Value |  |  |  |  | | Average Order Value | |  |  |  |
| Other |  |  |  |  | | Other | |  |  |  |
|  |  |  |  |  | |  | |  |  |  |
|  |  |  |  |  | |  | |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| YEAR-TO-DATE SALES | |  |  |  |  |  | |  | | |
|  | **PLANNED** | **ACTUAL** | **VARIANCE** |  | **Sales Performance Summary** |  | | | | |
| Sales Volume |  |  |  |  | **Notable SWOT Elements** | | | | | |
| Total Revenue |  |  |  |  | *Strengths* |  | | | | |
| Sales Margin |  |  |  |  | *Challenges* |  | | | | |
| Total Orders |  |  |  |  | *Opportunities* |  | | | | |
| Average Order Value |  |  |  |  | *Threats* |  | | | | |
| Other |  |  |  |  | **Recommendations** |  | | | | |
|  |  |  |  |  |
|  |  |  |  |  |
|  | | | | | | |  | |  |  | |

|  |
| --- |
| **DISCLAIMER**  Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |