**SALES MARKETING MONTHLY 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** |   |
|   |  |  |  |   |
|   |  |  |  |   |
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