

# SALES MARKETING MONTHLY REPORT TEMPLATE

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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 Volume			
Total Revenue			
Sales Margin			
Total Orders			
Average Order Value			
Other			

<b>Sales Performance Summary</b>	
<b>Notable SWOT Elements</b>	
<i>Strengths</i>	
<i>Challenges</i>	
<i>Opportunities</i>	
<i>Threats</i>	
<b>Recommendations</b>	

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