**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11864&utm_source=template-word&utm_medium=content&utm_campaign=Sales+Marketing+Monthly+Report-word-11864&lpa=Sales+Marketing+Monthly+Report+word+11864)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 |  |  | |  | |
|  |  |  |  |  |  |  |  | |  | |
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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 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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