

Monthly Sales Performance Report

Report Period: June 2024

Prepared by: Jane Doe

Department: Sales

Date Prepared: 01 July 2024

1. Executive Summary

This report provides an overview of the sales team's performance for the month of June 2024, including actual sales figures, comparison with targets, key achievements, and areas for improvement.

2. Sales Performance Overview

Salesperson	Target Sales	Actual Sales	Variance	Achievement (%)
John Smith	\$50,000	\$45,500	-\$4,500	91%
Mary Johnson	\$60,000	\$64,200	+\$4,200	107%
Linda Lee	\$45,000	\$47,500	+\$2,500	106%
Total	\$155,000	\$157,200	+\$2,200	101%

3. Key Achievements

- Exceeded overall sales target by 1.4%.
- Mary Johnson achieved highest individual sales, surpassing her target by 7%.
- Secured three new major clients contributing to monthly revenue.

4. Areas for Improvement

- Focus on improving follow-up communication with prospective clients.
- Provide additional training on new product lines.
- Review underperforming territories for enhancement.

5. Action Plan for Next Month

- Conduct weekly team check-ins to monitor progress.
- Set individual stretch targets for all team members.
- Implement CRM enhancements for tracking leads.

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Approved by:

Michael Lee
Director of Sales

Important Notes

- This document serves as formal documentation of the sales team's performance for a specific month.
- Data accuracy and timely preparation are crucial for effective decision-making.
- Report should be shared with relevant stakeholders for review and feedback.
- Recommendations and actions outlined should be tracked for accountability and progress.
- Include supporting evidence (e.g., charts, additional data) as necessary for clarity.

