

Sales Team Target Achievement Report

Reporting Period: January 2024 - March 2024
Prepared by: Regional Sales Manager
Date: 05 April 2024

Team Overview

The following report summarizes the sales team’s performance against set targets for the reporting period, highlighting achievements, shortfalls, and key observations.

Team Target Achievement Summary

Team Member	Sales Target	Actual Sales	Achievement (%)	Remarks
Alex Johnson	\$40,000	\$42,500	106%	Exceeded target
Maria Chen	\$35,000	\$31,700	91%	Focus on cold leads
David Kim	\$38,000	\$39,900	105%	Strong in upselling
Priya Singh	\$37,000	\$29,400	80%	Needs support and coaching

Summary & Insights

- Overall Team Target: \$150,000
- Team Actual Sales: \$143,500
- Team Achievement: 96%

The team performed well with two members surpassing their targets. Focused training and coaching are recommended for underperforming members to boost the overall achievement rate in the next quarter.

Important Notes:

- This report is typically prepared monthly or quarterly to track and evaluate sales team performance.
- Accurate data collection and validation is essential to ensure reliable reporting.
- Include both quantitative (sales figures) and qualitative (remarks, recommendations) insights for a holistic view.
- Share findings and action plans with the team for transparency and motivation.
- Follow up on improvement initiatives and update targets as needed for future periods.