

Key Accounts Sales Summary - Monthly

Company: **Acme Distribution Corp.**

Reporting Period: **June 2024**

Prepared by: **Sales Department**

Report Date: **2024-07-01**

Sales Performance by Key Account

Account Name	Segment	Sales Target	Actual Sales	Variance	YTD Sales	Notes
BetaMart Group	Retail	\$80,000	\$83,120	+\$3,120	\$489,320	Exceeded target, new product line push
Gamma Wholesale	Wholesale	\$65,000	\$60,650	-\$4,350	\$402,500	Order delays, recovery planned
Delta Partners	Distribution	\$55,000	\$55,480	+\$480	\$320,780	Steady performance
Echo Enterprises	Retail	\$72,000	\$74,210	+\$2,210	\$412,300	Promotional campaign success
Totals		\$272,000	\$273,460	+\$1,460	\$1,625,900	

Summary

The overall performance for June shows most key accounts meeting or exceeding their monthly targets, contributing positively to year-to-date goals. Areas for improvement have been noted, and corrective actions are scheduled for underperforming segments.

Important Notes

- This summary highlights the monthly sales achievements for identified key accounts.
- Variance values indicate the comparison between the actual and target sales for the month.
- YTD (Year-To-Date) Sales show cumulative revenue for the current year.
- Use this document for management review and identification of trends/issues in key account performance.
- Timely and accurate data entry is crucial for effective account monitoring and forecasting.