# SALES/MARKETING DEPARTMENT WEEKLY REPORT

Week Ending:

Date Submitted:

Prepared By:

Submitted to:

## 1. SALES REPORT SUMMARY

|  |  |
| --- | --- |
| **DESCRIPTION** | **DETAILS OF THE WEEK UNDER REVIEW** |
| Total No Of Fliers Distributed |  |
| Total Sales Value (₦) |  |
| Total Number of follow-ups |  |
| Number of Units Sold |  |
| Total Number of New Leads Generated |  |
| Total number of Proposals sent |  |
| Total number of Site Visits Conducted |  |
| Total Proposals submitted |  |
| No of Storming attended |  |
| No of Exhibition Conducted |  |

## 2. LEAD MANAGEMENT REPORT

|  |  |  |  |
| --- | --- | --- | --- |
| **LEAD SOURCE** | **NO. OF LEADS** | **CONVERTED LEADS** | **REMARKS** |
| Facebook Ads |  |  |  |
| Google Ads |  |  |  |
| Instagram |  |  |  |
| Whatsapp Ads/Enquires |  |  |  |
| Physical Walk-ins |  |  |  |
| Referrals |  |  |  |
| Jiji |  |  |  |
| Offline clients |  |  |  |

## 3. MARKETING ACTIVITIES THIS WEEK

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **ACTIVITY TYPE** | **DESCRIPTION** | **Location** | **CHANNEL USED** | **STATUS** | **OUTCOME** |
| Marketing Storm | Monday Marketing Storm |  |  |  |  |
|  |  |  |  |  |  |
|  |  |  |  |  |  |

## 4. CORE SALES ACTIVITIES

|  |  |  |  |
| --- | --- | --- | --- |
| **ACTIVITY** | **DESCRIPTION / NOTES** | **RESPONSIBLE** | **STATUS** |
| Lead Generation |  |  | Completed/In Progress/Planned |
| Client Meetings |  |  |  |
| Site Inspections |  |  |  |
| Proposal Development |  |  |  |
| Closed Deals |  |  |  |

# 5. MARKETING & CAMPAIGN INSIGHTS

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **CAMPAIGN TYPE** | **REACH** | **LEADS GENERATED** | **CONVERSION RATE (%)** | **ROI** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

## 6. TOP PERFORMING PROJECTS (SALES PERFORMANCE)

|  |  |  |
| --- | --- | --- |
| **PROJECT NAME** | **UNITS SOLD** | **REVENUE GENERATED (₦)** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# LEAST PERFORMING PROJECTS

|  |  |  |
| --- | --- | --- |
| **PROJECT NAME** | **REASONS** | **RECOMMENDATIONS** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

# 7. SALES PERFORMANCE

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **STAFF NAME** | **DEALS CLOSED** | **SALES VALUE (₦)** | **TARGET ACHIEVED (%)** | **SALES CYCLE DURATION (DAYS)** |
|  |  |  |  |  |
|  |  |  |  |  |

## 8. PIPELINE & FORECAST

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **OPPORTUNITY** | **CLIENT NAME** | **STAGE** | **EST. VALUE (₦)** | **EXPECTED CLOSE DATE** |
|  |  |  |  |  |
|  |  |  |  |  |

## 9. MARKET RESEARCH & INSIGHTS

|  |  |
| --- | --- |
| **KEY OBSERVATIONS AREAS** | **DESCRIPTION** |
| Competitor Activity |  |
| Trends observed |  |
| Preferences noticed |  |

## 10. TEAM TASKS & PERFORMANCE

|  |  |  |  |
| --- | --- | --- | --- |
| **TEAM MEMBER** | **ASSIGNED TASK** | **STATUS** | **KEY OUTPUT** |
|  |  |  |  |
|  |  |  |  |

## SUMMARY OF ACTIVITIES

|  |  |
| --- | --- |
| **S/N** | **ACTIVITIES** |
|  |  |
|  |  |
|  |  |
|  |  |

## 11. CHALLENGES & RISKS

|  |  |  |
| --- | --- | --- |
| **ISSUE / RISK** | **IMPACT** | **RECOMMENDATIONS / NEXT STEPS** |
|  |  |  |
|  |  |  |

## 12. TRAINING & DEVELOPMENT NEEDS

|  |  |  |  |
| --- | --- | --- | --- |
| **SESSION / COURSE** | **DATE** | **PARTICIPANTS** | **OUTCOME / NEXT STEPS** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

## 13. PROJECTED ACTION PLAN & PRIORITIES FOR NEXT WEEK

|  |  |  |  |
| --- | --- | --- | --- |
| **OBJECTIVE** | **ACTION STEPS** | **OWNER** | **DUE DATE** |
|  |  |  |  |
|  |  |  |  |

**14. PROJECTED MARKETING ACTIVITIES FOR THE NEW WEEK**

|  |  |  |
| --- | --- | --- |
| **DATE** | **LOCATION** | **TIME** |
|  |  |  |
|  |  |  |