

Sales Activity Report

For Month _____ 2013

Salesperson _____

Territory _____

Date _____

	FORECAST	ACTUAL
Gross Sales	\$100,000	\$100,000
Gross Profit	25,000	50,000
% Gross Profit to Gross Sales	25.0%	27.8%
Net Profit	15,000	24,000
% Net Profit to Gross Sales	15.0%	13.3%
Salary	7,000	7,000
Commission	3,500	4,000
Expense: Auto	1,000	1,100
Travel	500	600
Entertainment	1,000	1,200
Other	100	500
Total Days Worked	22.00	21.00
Number of Calls Made	100	110
Average Calls Per Day	4.5	5.2
Number of New Accounts	10	12
Number of Accounts Lost	3	4
Number of Accounts at Period End	96	97
Number of Potential Accounts	43	1,500