SALES MANAGEMENT

REPORT MODULE

**1. What is a Sales Report?**

The purpose of the sales report is to summarize a company’s sales data for a specific period. The reports provide insights into the effectiveness of [sales strategies by helping managers determine how to make the right changes to maximize sales.](https://fr.strikingly.com/content/blog/developper-votre-entreprise/)

As a general rule, Sales Managers are responsible for completing this report and presenting it to their line managers. Each sales report can generate information about daily, weekly, monthly, quarterly or annual sales.

The sales report includes several elements including:

* The performance indicators
* The sales objectives
* The volume of sales
* The number of transactions
* Growth and size of transactions



*Image taken from* [*Domaine Labastidum*](https://www.domainelabastidum.com/)

**2. How important is the Sales Report?**

The sole purpose of the sales report is to help companies grow through automation and optimization. This system is an important part in the sales and marketing sector.

Here are a few points that will help you understand the importance of the sales report:

**A Help to Shorten Sales Funnel**

Getting a lead into your sales funnel can be complicated. Not all prospects are equal and generally come from different sources which makes their scores different. In addition, some may have a lower response/connection rate.

This is why without a good sales report, your services could contact poor quality leads and thus increase the [rebound rate](https://fr.strikingly.com/content/blog/c-est-quoi-le-taux-de-rebond-d-un-site-web/).

**Better Decision Making**

It’s not enough to use a monthly sales report that only shows fundamentals about sales and how your teams work. Daily reports provide you with a clearer view of everything going on in the office and in the field to track your performance and your customers.

You can spot problems and fix them by having access to the right information before it gets out of hand. It is also possible to see the success of your business and the revenue generated on a daily basis.

**Monitoring and Motivation for Sellers**

The challenges are there to motivate and inspire your sales staff. They will be pushed to their limits in order to be seen clearly. The sales report is there to give information about the sellers and their performance.

Thanks to this, you will have a team ready to give their all and improve their performance in the field and in the office. Your productivity will increase and you will [increase your sales](https://fr.strikingly.com/content/blog/augmenter-les-ventes/). It’s a win-win for everyone.



*Image From* [*Cubilo TP 31*](https://www.cubilo-tp31.fr/)

**Saving time and money**

This is the most crucial benefit to motivate you to use the sales report. Time and resources are invaluable to the development of any business.

In most cases, a lack of time and resources does not stifle the growth of a society. It’s really a mismanagement of those two factors that make businesses fail.

With the Sales Report, you’ll know which leads need follow-up and attention from you and your teams. You can identify customers who use your products/services by identifying the target demographic group to focus on. This will greatly simplify sales and allow you to successfully complete your [customer acquisition process](https://fr.strikingly.com/content/blog/lacqusition-client/).

**Daily Performance Information**

The Daily Sales Report provides excellent information about the previous quarter, the current quarter and the one that will follow. This will allow you to gather all the reports to obtain complete information and make large-scale decisions. You will thus know crucial elements such as:

* The days that generated the most sales
* The best times to interact with customers
* What causes increases
* Elements that increase sales

The sales report is very important for companies that want to grow and make a name for themselves among the competition.



*Image taken from “Solina Dresses*

PERFOMANCE INDICATOR

Number of store visits

The value of sales because the higher the turnover, the more efficient the store

1. External traffic

Represents the number of pietons that pass in front of your point of sale and are succeptible to enter there and is therefore flow of pietons from the location of your establishment. This indicator allows us to measure the attractiveness rate and the higher the external traffic the more likely it is to find potential customers entering the store

1. Number of entries

The number of entries represents the number of people entering the physical point of sale which will allow us to know the hours day month or structure receive the most customer

1. Average capacity

The average capacity representing the point of sale occupancy at a given time. It’s the difference between the number of entries and the number of exits, and it tells you what the day of the week is and what time of the day the store is most popular. Enables decision-making in personnel management and detects saturation problems that can negatively impact the customer’s experience

1. The average length of stay

Measures the time our prospects spend inside the physical institution. Knowing this data allows the retailer to detect problems inside the shop: consumer movement, lack of staff or even incidents with the stock

1. Attractiveness rate

Represents the value of store attendance divided by external traffic. This represents the proportion of customers who are drawn by your point of sale and is therefore a direct indicator of the effectiveness of the showcases and promotions displayed

Attractiveness rate = (number of entries/external traffic)x100

1. Conversion rate

If the attraction rate represents the proportion of customers entering the store, the conversion rate in the retail sector represents the number of tickets in relation to the number of visitors registered in the store

Conversion rate= (number of tickets/ number of entries)x100

1. Cost per prospect

The location of commercial loacs is a very important factor for the success of a store because in physical commerce, potential customers are those who pass by the store

Ccp=cost m²/external traffic