12 Month Sales Forecast

SCORE. Need Help? Ask SCORE.

Sales Forecast (12 Months)

Enter your Company Name here

Fiscal Year Begins Jun-05

	12-month Sales Forecast													Sales History			
	Jun-05	Jul-05	Aug-05	Sep-05	Oct-05	Nov-05	Dec-05	Jan-06	Feb-06	Mar-06	Apr-06	May-06	Annual Totals	Current Month Ending mm/yy	2004	2003	2002
Cat 1 units sold													0				
Sale price @ unit																	
Cat 1 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cat 2 units sold													0				
Sale price @ unit																	
Cat 2 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cat 3 units sold													0				
Sale price @ unit																	
Cat 3 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cat 4 units sold													0				
Sale price @ unit																	
Cat 4 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cat 5 units sold													0				
Sale price @ unit																	
Cat 5 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cat 6 units sold													0				
Sale price @ unit																	
Cat 6 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Cat 7 units sold													0				
Sale price @ unit																	
Cat 7 TOTAL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
All Categories	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Notes on Preparation

You may want to print this information to use as reference later. To delete these instructions, click the border of this text box and then press the DELETE key.

Forecasting sales of your product or service is the starting point for the financial projections. The sales forecast is the key to the whole financial plan, so it is important to use realistic estimates. Divide your projected monthly sales into "Categories", which are natural divisions that make sense for your type of business. Typical categories might be: product lines, departments, branch locations, customer groups, geographical territories, or contracts.

Enter the actual category names in the first column, replacing the existing "cat.1, cat.2", etc. Enter annual sales, by category, in the four "Sales History" columns on the right side of the sheet. (Startup businesses may delete this section.) Study your past sales records in detail. Note seasonal or other periodic fluctuations; determine what caused them and when they are expected to recur. Be sure to build these fluctuations into your projections for the coming year. You may forecast sales in dollars using the rows labeled "Total". Or, if you prefer, you may enter sales in units, then indicate the sales price per (@) unit, and the spreadsheet will automatically calculate the dollar sales volume.