

Sales Forecast Template - Multi-Year

	2019	2020	2021	2022	2023	Five Year Totals
Units in Pipeline	120,000	132,000	147,840	170,016	200,619	770,475
Pipeline Growth Rate		10%	12%	15%	18%	
Conversion Rate	30%	32%	34%	36%	38%	
Annual Units Sold	36,000	42,240	50,266	61,206	76,235	265,947
Price per unit	\$50.00	\$50.00	\$55.00	\$55.00	\$60.00	\$50.00
Revenue	\$1,800,000	\$2,112,000	\$2,764,608	\$3,366,317	\$4,574,110	\$14,617,035

Annual Units in Pipeline	Total Number of units in the pipeline annually. We start with 120k units annually and then create an assumption that the pipeline will grow with the pipeline growth rate. Formula starts in cell C.
Pipeline Growth Rate	This is an assumption that your pipeline will grow by a certain percentage. This could be based on industry growth rate or your sales team's ability to grow your pipeline. 2019 is not populated because it's your starting year.
Yearly Average Conversion Rate	This is the percentage of units in the pipeline that become sales. These are the products or units in your deals won. We'll assume that conversion rates will increase by 2% annually based on getting better at selling the product.
Annual Units Sold	These are the number of units sold annually. The formula is in the cells in this row (b3*b5).
Price per unit	This is the price per unit of the product. We assume the price increases by \$5 every two years. This could be based on competition, customer feedback, or industry standards.
Annual Revenue	This is the revenue generated annually from the sale of the product. It's the price multiplied by the number of units sold. The formula is the cells in this row (b7*b6).

Sales Forecast Template - Multi-Year Blank Template

	2019	2020	2021	2022	2023	Five Year Totals
Units in Pipeline						
Rate						
Conversion Rate						
Sold						
Price per unit						
Revenue						



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