**SALES REPORT TEMPLATE**

**[Company name]**

**[Department]**

Monthly report from **[start date]** to **[end date]**

**Team Performance Data**

**Lead conversion rates**

[Sales rep one]: [percent]

[Sales rep two]: [percent]

[Sales rep three]: [percent]

**Touch Points**

[Sales rep one]: [number of touch points]

[Sales rep two]: [number of touch points]

[Sales rep three]: [number of touch points]

**Lead Response Time**

[Sales rep one]: [number of minutes]

[Sales rep two]: [number of minutes]

[Sales rep three]: [number of minutes]

**Revenue Closed**

[Sales rep one]: [dollars of revenue from closed deals]

[Sales rep two]: [dollars of revenue from closed deals]

[Sales rep three]: [dollars of revenue from closed deals]

**Performance Improvement Over Last Month**

[Sales rep one]: [percent change]

[Sales rep two]: [percent change]

[Sales rep three]: [percent change]