B1.21

OPERATIONS
/Financials

DECISION SHEET

v2.2.1

Job to be done

By making a sales budget, we can calculate and get an overview of the company's total revenue per year.

Additionally, the sales budget is a great way for us to decide which customers to focus on.

How to do it

Start by listing the company's customers and/or products. Then add the number of units you can sell per month and/or year for each customer and/or product. Units can be pieces, hours, packages etc.

Continue by specifying the expected sales prices and calculate the total revenue. If you have made both a product budget and a customer budget, the total sum should be the same.

Finish by visualizing the sales budget by adding the share percentages for customers and/or products in the circles to the right.

Next Step

- Transfer your numbers into a spreadsheet.
- Find out whether the numbers are realistic and correct them if necessary.
- Point out which customers and/or products are most valuable to focus on.

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Sales Budget

Budget your revenue per customer and per product

BUDGET PERIOD	

SALES BUDGET PER CUSTOMER

CUSTOMER GROUP	CUSTOMER NAME	NO. OF UNITS	UNIT PRICE	REVENUE	PCT. SHARE
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
	TOTAL	0		0	100%

% SHARE BY CUSTOMERS

SALES BUDGET PER PRODUCT / SERVICE

PRODUCT / SERVICE CATEGORY	PRODUCT / SERVICE NAME	NO. OF UNITS	UNIT PRICE	REVENUE	PCT. SHARE
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
				0	
	TOTAL	0		0	100%

% SHARE BY PRODUCTS

Date: | Name: | Company:

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