Planner: Sales Goal Planner & Monthly Tracker

Track monthly targets and achievements



Introduction

Sales growth doesn't happen by chance; it happens by planning, tracking, and taking consistent action. This Sales Goal Planner helps entrepreneurs set clear monthly sales targets, monitor key performance indicators (KPIs), and review performance systematically.

Plan your targets at the beginning of the month, track weekly progress, and refine strategies based on results. Ready to **dreamBIG** in 2026? This planner will help you achieve predictable, sustainable sales growth.

How to Use This Planner

Step 1: Define your monthly sales target
Step 2: Set KPI benchmarks (Sales Growth, Conversion Rate, AOV, etc.)
Step 3: Track performance weekly
Step 4: Identify gaps and corrective actions
Step 5: Review at month-end and refine next month's strategy

JANUARY 2026

Monthly Sales Focus: Strong Start to the Year

KPI	Target	Week 1	Week 2	Week 3	Week 4	Actual	Status
Sales Revenue	₹ _____						☐
Sales Growth %	_____%						☐
Conversion Rate	_____%						☐
Average Order Value (AOV)	₹ _____						☐
New Customers	_____						☐
Customer Acquisition Cost (CAC)	₹ _____						☐
Average Revenue Per Customer (ARPC)	₹ _____						☐

Key Action Plan

1. Focus on lead generation campaigns
2. Improve follow-up process
3. Upsell/cross-sell to existing customers

FEBRUARY 2026

Monthly Sales Focus: Improve Conversion & Customer Acquisition

KPI	Target	Week 1	Week 2	Week 3	Week 4	Actual	Status
Sales Revenue	₹ _____						☐
Sales Growth %	_____%						☐
Conversion Rate	_____%						☐
Average Order Value (AOV)	₹ _____						☐
New Customers	_____						☐
Customer Acquisition Cost (CAC)	₹ _____						☐
Average Revenue Per Customer (ARPC)	₹ _____						☐

Key Action Plan

1. Optimize sales pitch
2. Run targeted promotions
3. Strengthen digital marketing efforts

MARCH 2026

Monthly Sales Focus: Maximize Revenue & Retention

KPI	Target	Week 1	Week 2	Week 3	Week 4	Actual	Status
Sales Revenue	₹ _____						☐
Sales Growth %	_____%						☐
Conversion Rate	_____%						☐
Average Order Value (AOV)	₹ _____						☐
New Customers	_____						☐
Customer Acquisition Cost (CAC)	₹ _____						☐
Average Revenue Per Customer (ARPC)	₹ _____						☐

Key Action Plan

1. Focus on repeat sales
2. Launch referral campaigns
3. Improve customer retention strategy

Standard Sales KPIs (Reference Guide)

1. Sales Growth

Formula: (Current Sales – Previous Sales) / Previous Sales × 100

2. Sales Conversion Rate

Formula: Number of Customers / Number of Leads × 100

3. Average Order Value (AOV)

Formula: Total Revenue / Number of Orders

4. New Customer Growth Rate

Formula: (New Customers This Month – New Customers Last Month) / New Customers Last Month

5. Customer Acquisition Cost (CAC)

Formula: Cost of Sales and Marketing / Number of New Customers Acquired

6. Average Revenue Per Customer (ARPC)

Formula: Total Revenue / Total Number of Customers

Entrepreneur Tip

Consistency beats intensity. Small daily sales actions tracked weekly and reviewed monthly lead to predictable and sustainable growth.

Stay Consistent, Grow Your Business

This 3-month sales planner removes guesswork and gives you clarity. When you track the right numbers consistently, you make smarter decisions and grow faster.

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