

Use this blueprint to create and track weekly and monthly reports.

WEEKLY/MONTHLY REPORTING (SAMPLE)

Employee Name *(Required)*

Report for *(Required)*

Department *(Required)*

Weekly B2B Sales report

Assignees:

Process Starter

Deadline:

1 week after a process is launched

Reported by:

[Employee Name]

To be reviewed by (Manager name) *(Required)*

Report 'from' date

Report 'to' date

Number of outbound calls

Sales volume by Channel

Revenue closed by rep

Upsell and cross-sell rates

Avg. Customer lifetime value

Client meetings attended by rep

Lead-to-Opportunity ratio by rep for the week

Opportunity-to-win ratio by rep for the week

Lead conversion ratio

2 Review and sign-off weekly sales report

Assignees:

Process Starter

Deadline:

2 days after Step 1: Weekly B2B Sales report

Report submitted by:

[Employee Name]

Report Duration:

From

[Report 'from' date]

To

[Report 'to' date]

Number of outbound calls:

[Number of outbound calls]

Sales volume by channel:

[Sales volume by Channel]

Revenue closed by rep:

[Revenue closed by rep]

Lead-to-opportunity ratio:

[Lead-to-Opportunity ratio by rep for the week]

Opportunity-to-win ratio:

[Opportunity-to-win ratio by rep for the week]

Lead conversion ratio:

[Lead conversion ratio]

Notes

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Weekly Finance report

Assignees:

Process Starter

Deadline:

1 week after a process is launched

The weekly financial report creates a very simple “snapshot” of certain measurables within the business.

KPIs included in the report *(Required)*

- Total cash in account
- Total amount of bills due for payment
- The current VAT or local taxes liability
- Total amount of invoices outstanding
- Total amount of invoices now overdue

Report 'From' Date

Report 'To' Date

Upload link to weekly expense report

Upload link to last week's report

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Review and sign-off weekly finance report

Assignees:

Process Starter

Deadline:

2 days after Step 3: Weekly Finance report

Report Submitted by:

[Employee Name]

Report Duration

From

[Report 'From' Date]

To

[Report 'To' Date]

KPIs included in the report:

[KPIs included in the report]

Link to weekly expense report:

[Upload link to weekly expense report]

Notes

5  **Monthly B2B Sales report**

Assignees:

Process Starter

Deadline:

4 weeks after a process is launched

Report to be reviewed by

Monthly Revenue

Demo/sales booking by rep

Avg. new deal size

Did we have churns this month?

- Yes
- No

If yes, please mention client names and account details

New MRR

Upload link to data visuals report

Expansion MRR (upsell, new RR from existing customers)

6  **Review and sign-off monthly sales report**

Assignees:

Process Starter

Deadline:

4 days after Step 5: Monthly B2B Sales report

Report submitted by:

[Employee Name]

Monthly revenue:
[Monthly Revenue]

Link to data visuals report:
[Upload link to data visuals report]

Notes

7  Monthly Finance Report

Assignees:
Process Starter

Deadline:
4 weeks after a process is launched

Report 'From' date

Upload link to Income Statement

Report 'To' date

Upload link to Cash Flow Statement

Upload link to Balance Sheet

Checklist of KPIs reported for the month

- Gross Profit Margin
- Net Profit
- Net Profit Margin
- Aging Accounts Receivable
- Current ratio
- Quick ratio
- Customer Acquisition ratio
- ROI of research and development

Any issues to be escalated

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Review and sign-off monthly finance report

Assignees: Process Starter	Deadline: 4 days after Step 7: Monthly Finance Report
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Report by:
[Employee Name]

Report Duration
From:
 [Report 'From' date]
To:
 [Report 'To' date]

Link to Income Statement:
[Upload link to Income Statement]

Link to Cash Flow Statement:

[Upload link to Cash Flow Statement]

Link to Balance Sheet:

[Upload link to Balance Sheet]

KPIs reported:

[Checklist of KPIs reported for the month]

Issues Escalated:

[Any issues to be escalated]

Notes
