# Sales Forecast

**KeyBank**
**Use the red key.**

| SALES FORECAST ASSUMPTIONS | LOYALTY / PURCHASE ASSUMPTIONS |
|---|---|

**■ SERVICE** (choose time frame: day / month/ year)

| billable hours | x | rate charged per hour | = | total sales |
|---|---|---|---|---|

| service fees (see above) | + | parts / material | = | total sales |
|---|---|---|---|---|

| service fee | x | # of services rendered | = | total sales |
|---|---|---|---|---|

**■ RETAIL** (choose time frame: day / month / year)

| sales per square foot | x | retail square feet | = | total sales |
|---|---|---|---|---|

| inventory turns | x | avg. inventory level | = | total sales |
|---|---|---|---|---|

| avg. purchase amt. | x | # of purchases | = | total sales |
|---|---|---|---|---|

**■ MANUFACTURING** (choose time frame: day / month / year)

| avg. project price | x | # of projects | = | total sales |
|---|---|---|---|---|

| unit price | x | # of units sold | = | total sales |
|---|---|---|---|---|

**LOYALTY / PURCHASE ASSUMPTIONS**

$ _____ amount of typical purchase by customer

Over the coming year:

_____ % of our customer base will repeat business with us.

_____ % of our customer base will be lost to a competitor or no longer need offering.

100.00 %

...of these customers, who do repeat business with us:

_____ % of them will purchase _____ times a year.

_____ % of them will purchase _____ times a year.

_____ % of them will purchase one time a year.

100.00 %

**SEASONALITY:**

| | Jan | Feb | Mar | Apr | May | Jun | Jul | Aug | Sep | Oct | Nov | Dec | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| highest point | | | | | | | | | | | | | |
| above average | | | | | | | | | | | | | |
| average | | | | | | | | | | | | | |
| below average | | | | | | | | | | | | | |
| lowest point | | | | | | | | | | | | | |

| CASH RECEIPTS: | | CASH PAYMENTS: | |
|---|---|---|---|
| Once a sale is made, what percent of our sales do we collect during the following time periods: | ___ % 0 to 30 days<br>___ % 30 to 45 days<br>___ % 45 to 60 days<br>___ % 60 to 90 days<br>___ % 90+ days<br>100 % | Once an expense is incurred, what percent of our bills are paid within the following time periods: | ___ % 0 to 30 days<br>___ % 30 to 45 days<br>___ % 45 to 60 days<br>___ % 60 to 90 days<br>___ % 90+ days<br>100 % |