

Sales Projections Template

Base your sales projections on the size of your target marketing, the competition and your competitive advantage, sales figures from past years if you are currently in business, or sales of similar businesses if you are a start-up. Use this worksheet to create three scenarios for sales. These numbers will be useful when you put together your income statement. The worksheet asks for annual sales figures for three years. If your sales cycle is short, you can modify the workheet and estimate sales on a quarterly basis.

	Best Case	Likely	Worst Case
Total Number of Customers			
Year one			
Year two			
Year three			
Average Revenue Per Customer			
Year one			
Year two			
Year three			
Sales Projections			
Year one			
Year two			
Year three			