

Goal Builder

Events & Group Sales Planner

April

SAMPLE



Sales Goal \$ _____ Actual Sales \$ _____ +/- \$ _____

Next Week's Goal \$ _____

Sales Closed

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Client Name _____ Revenue \$ _____

Total _____

Sales Pending

1. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

2. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

3. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

4. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

5. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

6. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

7. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____

8. **Prospect** _____ Potential Revenue \$ _____

Closing Date _____ Probability _____



April Activity Analysis

		ADR	Occupancy	Revenue	RevPar	Groups
Day	Date					
F	1					
Sa	2					
Su	3					
M	4					
Tu	5					
W	6					
Th	7					
F	8					
Sa	9					
Su	10					
M	11					
Tu	12					
W	13					
Th	14					
F	15					
Sa	16					
Su	17					
M	18					
Tu	19					
W	20					
Th	21					
F	22					
Sa	23					
Su	24					
M	25					
Tu	26					
W	27					
Th	28					
F	29					
Sa	30					



Account Information

Client Name: _____ Phone #: _____

Contact #1: _____

Contact #2: _____

Event & Date(s)

Notes

Next Steps



July 2011

Mon	Tue	Wed	Thu	Fri	Sat	Sun	
				Canada Day 182/183	1 183/182	2 184/181	3
Independence Day							
185/180	4	186/179	5	187/178	6	188/177	7
				189/176	8	190/175	9
192/173	11	193/172	12	194/171	13	195/170	14
				196/169	15	197/168	16
199/166	18	200/165	19	201/164	20	202/163	21
				203/162	22	204/161	23
206/159	25	207/158	26	208/157	27	209/156	28
				210/155	29	211/154	30
							31

August 2011

Mon	Tue	Wed	Thu	Fri	Sat	Sun	
213/152	1	214/151	2	215/150	3	216/149	4
				217/148	5	218/147	6
220/145	8	221/144	9	222/143	10	223/142	11
				224/141	12	225/140	13
227/138	15	228/137	16	229/136	17	230/135	18
				231/134	19	232/133	20
234/131	22	235/130	23	236/129	24	237/128	25
				238/127	26	239/126	27
							28
241/124	29	242/123	30	243/122	31		

