

# Compare Your Sales and Advertising Month by Month

- Write down sales in the first column below. Then total.
- Find what percentage each month contributes to your annual sales by dividing annual sales total into each month's sales. Write in percentage figures. Round off to total 100% for the year.
- Do the same for your advertising. Write in advertising used each month, either in dollars, column inches or lines. Then total.
- Divide this total into each month's figure to get monthly percent. Again round off to total 100% for the year.
- Plot the monthly percentages of sales and advertising on the graph below. Compare your sales and advertising. Wherever sales and advertising lines don't run close you're missing selling opportunities with advertising that's too early or too late.

|       | 1.<br>Sales<br>last<br>year | 2.<br>% of<br>year's<br>sales | 3.<br>Advertising<br>last year | 4.<br>% of<br>year's<br>advertis-<br>ing |
|-------|-----------------------------|-------------------------------|--------------------------------|--|
| JAN   | _____                       | _____                         | _____                          | _____                                    |
| FEB   | _____                       | _____                         | _____                          | _____                                    |
| MAR   | _____                       | _____                         | _____                          | _____                                    |
| APR   | _____                       | _____                         | _____                          | _____                                    |
| MAY   | _____                       | _____                         | _____                          | _____                                    |
| JUNE  | _____                       | _____                         | _____                          | _____                                    |
| JULY  | _____                       | _____                         | _____                          | _____                                    |
| AUG   | _____                       | _____                         | _____                          | _____                                    |
| SEPT  | _____                       | _____                         | _____                          | _____                                    |
| OCT   | _____                       | _____                         | _____                          | _____                                    |
| NOV   | _____                       | _____                         | _____                          | _____                                    |
| DEC   | _____                       | _____                         | _____                          | _____                                    |
| TOTAL | =====                       | 100%                          | =====                          | 100%                                     |

