

This is an example of one of the most important reports FloristWare generates - the Daily Sales Report. Like all FloristWare reports it is easy to read and understand - starting with the name in the top left corner and the date in the top right.

Daily Sales Report

Fri, May 2, 2008

Sales Performance

The first thing you see is probably the most interesting - your sales performance for the day!

These figures are for evaluating sales performance only. They should not be used for accounting purposes as they do not include refunds and therefore overstate your sales.

Sale Type	Sale Count	Item Count	Pre-Discount Sales	Discounts	Post-Discount Sales
Retail Sales	28	213	\$1502.79	\$12.24	\$1490.55
Incoming Wires	0	0	\$0.00	\$0.00	\$0.00
Totals	28	213	\$1502.79	\$12.24	\$1490.55

Wire Performance

This shows your wire activity broken down by network - a great way to see which services are working for you!

	Incoming		Outgoing	
	#	Value	#	Value
BloomNet	0	\$0.00	0	\$0.00
Blossoms	0	\$0.00	0	\$0.00
Floral Source	0	\$0.00	0	\$0.00
FTD	0	\$0.00	0	\$0.00
Petals	0	\$0.00	0	\$0.00
Teleflora	0	\$0.00	3	\$187.94
Outside	0	\$0.00	0	\$0.00
Total	0	\$0.00	3	\$187.94

Sales By Hour

This shows you sales by hour.

Hour	Count	Value
12 MN to 01 AM:	0	\$0.00
01 AM to 02 AM:	0	\$0.00
02 AM to 03 AM:	0	\$0.00
03 AM to 04 AM:	0	\$0.00
04 AM to 05 AM:	0	\$0.00
05 AM to 06 AM:	0	\$0.00
06 AM to 07 AM:	0	\$0.00
07 AM to 08 AM:	0	\$0.00
08 AM to 09 AM:	2	\$124.00
09 AM to 10 AM:	6	\$373.94
10 AM to 11 AM:	2	\$85.95
11 AM to 12 NN:	2	\$35.98
12 NN to 01 PM:	4	\$160.92
01 PM to 02 PM:	0	\$0.00
02 PM to 03 PM:	5	\$181.87
03 PM to 04 PM:	3	\$419.88
04 PM to 05 PM:	0	\$0.00
05 PM to 06 PM:	0	\$0.00
06 PM to 07 PM:	0	\$0.00
07 PM to 08 PM:	0	\$0.00
08 PM to 09 PM:	0	\$0.00
09 PM to 10 PM:	0	\$0.00
10 PM to 11 PM:	0	\$0.00
11 PM to 12 MN:	0	\$0.00

Marketing Summary

New Customers Entered:	18
New Reminders Entered:	0
Reminder Step Skipped:	0
Reminder Calls/E-mails Made:	0
Sales Calls/E-mails Made:	0
AdTracker Step Skipped:	2
Launched 7:53:31 AM	Closed 6:14:47 PM

This section shows you whether your staff is making the most out of FloristWare's marketing tools!