Weekly Sales Scorecard

Compare weekly qualified-lead targets with actuals by channel, keeping the gap and next action visible.

Week beginning November 2, 2026 | Measure: qualified leads | Fictional sample data

Channel	Owner	Target leads	Actual leads	Actual - target	Next action
Direct	Alex	40	45	5	Review strongest referral sources
Partners	Robin	60	52	-8	Follow up on partner introductions
Online	Jamie	30	31	1	Check landing-page lead quality
Events	Sam	20	18	-2	Finish contact follow-up

Illustrative example. Replace the sample data with your team's information. Editable version included as a separate Excel download.

Free to adapt and share within your team. Not for resale or redistribution as a template collection.

Weekly Sales Scorecard

Compare weekly qualified-lead targets with actuals by channel, keeping the gap and next action visible.

Team / project: _____ Period / date: _____

Channel	Owner	Target leads	Actual leads	Actual - target	Next action

Blank worksheet - calculate totals manually. The Excel file includes automatic summaries.

Free to adapt and share within your team. Not for resale or redistribution as a template collection.