August 2026

Monthly Sales Report

Prepared by **Elena Marsh**
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For the Executive Team · September 5, 2026

REVENUE	ORDERS	AVG. ORDER VALUE	NEW CUSTOMERS
1,418,600.00	**3,656**	**388.02**	**448**
+5.6% vs. July	+3.9% vs. July	+1.6% vs. July	+10.9% vs. July

Revenue and order values are in USD.

Revenue trend

MONTH	REVENUE	AMOUNT
March		1,158,000.00
April		1,211,700.00
May		1,295,000.00
June		1,244,000.00
July		1,343,400.00
August		1,418,600.00

Highlights

- August was the strongest month of the last six, with revenue up 5.6% on July
- Latin America grew 10.6%, the fastest of the four regions
- Pro Series Workstation led sales with 1,199 units
- Three of five reps beat their quota, led by Marcus Webb at 119%

Sales by region

REGION	SHARE OF REVENUE	REVENUE	SHARE	CHANGE
North America		675,300.00	47.6%	+5.0%
Europe		442,600.00	31.2%	+5.6%
Asia-Pacific		210,000.00	14.8%	+5.3%
Latin America		90,700.00	6.4%	+10.6%

Top products

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
1	**Pro Series Workstation**	Hardware	1,199	**359,700.00**	25.4%
2	**Team Collaboration Suite**	Software	998	**274,450.00**	19.3%
3	**Ergonomic Standing Desk**	Furniture	707	**233,310.00**	16.4%
4	**Wireless Headset X2**	Accessories	1,628	**146,520.00**	10.3%

#	PRODUCT	CATEGORY	UNITS	REVENUE	SHARE
5	**Premium Support Plan**	Services	428	**107,000.00**	7.5%

Sales team

REP	DEALS	REVENUE	QUOTA
Marcus Webb	71	**261,600.00**	**119%**
Priya Natarajan	64	**236,900.00**	**113%**
Julien Moreau	56	**206,700.00**	**106%**
Hannah Becker	49	**179,900.00**	**90%**
Carlos Ibarra	42	**156,000.00**	**82%**

Pipeline outlook

Open pipeline	**3,140,000.00**
Win rate	**25%**
Avg. sales cycle	**31 days**
Forecast (September)	**1,470,000.00**

Next steps

- Expand the hardware range in Latin America, the fastest growing region
- Review pricing on accessories, where margins fell by 1.8 points
- Coach the two reps under quota on late-stage deal handling

Figures cover orders invoiced between August 1 and August 31, 2026, net of returns and discounts. Quota attainment is measured against each rep's monthly target.