

## Creating a sales budget – What is a sales budget?

A sales budget is another piece of the sales puzzle that it provides details on the types and levels of resourcing that will be needed to support a Sales Action Plan.

The sales budget should detail both the types of resources needed and their costs. Just as a household budget details various types of household expenses, and the timing of when they will be paid, a sales budget has a similar structure.

At its most basic level, a sales budget forecasts the expenditure (or money) needed to support the Sales Plan.

How do you currently monitor sales expenses?