



## Tracking Gross Sales at Your Market

Tracking your market's gross sales is an important practice for measuring weekly, monthly, and annual market trends. By tracking sales, you can better understand how your organizing efforts (e.g. developing different advertising plans, hosting special events, creating new market lay-outs, etc.) and external factors (e.g. weather, holidays, etc.) affect your market's success.

To track your market's gross sales, you need participation from all of your vendors. Here are some sample tools that can help you track your market's gross sales:

### SAMPLE VENDOR GROSS SALES SLIPS:

Look on the back side of this page for a template of a slip that you give to each vendor each market day. They should submit the anonymous slip to you at the beginning of each market (with data from the previous market), by depositing it into a gross sales receipt box, bag or envelope.

It is best if you print the slips on brightly colored cardstock, to make it easier to keep track of the slips and to remind vendors to fill them out.

### SAMPLE MARKET RECORDING TEMPLATE:

Keeping attendance and recording the weather for the market day helps put each day's gross sales into the context of influencing factors. It's a good idea to track a few notes about the weather and market attendance:

Date	\$Agriculture	\$Food	\$Crafts	\$Total	#Ag Vendors	#Food Vendors	#Craft Vendors	Total # vendors	#Tracking Slips Returned	Weather

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VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_

VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_

VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_

VENDOR GROSS SALES TRACKING SLIP

DATE \_\_\_\_\_

GROSS SALES \$ \_\_\_\_\_

*Breakdown of total sales in each category:*

Agricultural: \_\_\_\_\_

Prepared Foods: \_\_\_\_\_

Crafts: \_\_\_\_\_