

Sales by Day

The Suncorp Sales by Day Widget displays a timeline of daily sales figures by weekday for both the current and previous week.

About this Widget

The Sales by Day Widget is designed to show business performance against the previous week. It can help you:

- ✔ Structure staffing and stock levels appropriately, by forecasting potential sales for the upcoming days of the week.
- ✔ Compare sales by day from previous weeks to gain insights into future staffing, inventory and other priorities.
- ✔ Promote products based on the previous week's trends. For example, Monday may have more conservative shopping habits than a Friday, due the financial impacts of a weekend to a consumer.
- ✔ Compare the promotion of different product categories/lines, your floor design and other variables with previous weeks.

Data essentials

For an accurate view, sales data needs to be correctly updated daily in your accounting software.

Making the most of your Widget

- ✔ Check daily that sales are entered accurately into your accounting software.
- ✔ Run a Profit and Loss Report for specified dates to see sales during specified time periods.

Tips to address a negative trend

1. Increase total sales revenue through multiple strategies

- ✔ Set specific goals in relation to increased sales (during a specific month, in a particular territory/area, using a specific employee focused on a particular distribution channel, etc).
- ✔ Increase overall or specific marketing efforts.
- ✔ Promote high margin products (rather than low) to increase profit ratio.
- ✔ Reduce sales discounts to maximise the margin on every sale.
- ✔ Take advantage of all potential sales channels (in-store, online, etc).
- ✔ Differentiate your product to avoid price competition.
- ✔ Keep your product/service offerings relevant and desirable by monitoring new customer trends and industry developments.

Troubleshooting

The most common errors are caused by sales not being recorded daily, or sales/invoice amounts and dates being entered incorrectly.

Corrective action

Quickbooks users can search for:

- Specific corrective actions [here](#)
- Money in Tasks issues or how to record sales [here](#)

FreeAgent users can search for:

- Specific corrective actions [here](#)
- Or search FreeAgent Knowledge Base [here](#)

