

# Sales by Month

The Suncorp Sales by Month Widget displays a timeline of monthly sales figures by month for both the current and previous year.

## About this Widget

The Sales by Month Widget is designed to show how your business is performing against the previous year. It can help you:

- ✓ Structure staffing and stock levels appropriately, by forecasting potential sales for upcoming months.
- ✓ Examine how promotional expenditure or projects have performed, by tracking the sales from previous years.
- ✓ Learn what product/service lines are preferred by customers at different times of the year.
- ✓ Gain real insights into future staffing, inventory and other priorities for your next month's trading.
- ✓ Discover insights into future sales activity and the impact of different months of the year – allowing you to promote products that are in line with that month's shopping trends.
- ✓ Compare the promotion of different product categories/lines, floor design and other variables with previous months, providing an insight into how changing certain factors can better engage with customers.

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

## Tips to address a negative trend

### 1. Increase total sales revenue through multiple strategies

- ✓ Set specific goals in relation to increased sales (eg. 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](#)

**MYOB users can search issues [here](#)**

