

Sales by Week

The Suncorp Sales by Week Widget displays a timeline of weekly sales figures by week for both the current and previous year.

About this Widget

This handy Widget gives you an indication on how your business has performed over the last seven weeks, compared to the same time last year. It can help you:

- ✔ Structure staffing and stock levels appropriately, by forecasting potential sales for upcoming weeks.
- ✔ Examine how promotional expenditure or projects have performed, while tracking the weekly sales from previous years.
- ✔ Gain insight into what product/service lines are preferred by customers at different times of the year.
- ✔ Gain helpful insights into future sales activity and the impact of different weeks of the year (seasonal, financial, holidays and weather influences). For example, the first quarter of the year may have more conservative shopping habits than the last quarter of the year due to Christmas spending.
- ✔ Align your products/services with buying trends.
- ✔ Compare the promotion of different product categories/lines, floor design and other variables with previous weeks, 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 specified time periods.

Tips to address a negative trend

1. Increase total sales 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

Errors can be 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](#)

