

Top Selling Products

The Suncorp Top Selling Products Widget displays a list of your top five products based on volume, listing product name, volume and total revenue.

About this Widget

This handy Widget highlights your top selling products and services over the last seven days of trading. It can help you:

- ✔ Focus on the products that may require additional advertising/promotion support to increase sales volume and improve the performance of particular products.
- ✔ Ensure the highest selling products have adequate stock levels for future sales.
- ✔ Gain insights around customer trends, future sales periods and sales prices.

Data essentials

For the most accurate view, POS information needs to be entered correctly.

Making the most of your Widget

- ✔ Open and close your POS software properly each day.
- ✔ Make sure that your POS register is opened before making sales.
- ✔ Close and reconcile the register, as well as your payments and sales, at the end of each day.

- ✔ Check your sales against inventory on a regular basis.
- ✔ Enter products into the correct categories when adding them to your POS software.

Tips to address a negative trend

1. Increase total sales through multiple strategies

- ✔ Increase overall or specific marketing efforts.
- ✔ Promote high margin products (rather than low) to increase profit ratio.
- ✔ Take advantage of all potential sales channels (in-store, online, etc).

2. Increase your sales price

- ✔ Increase the price on high selling products to maximise revenue.
- ✔ Add extra value to your products or services that customers will be willing to pay for (e.g. good customer service, free delivery, etc).

3. Use an inventory management system

- ✔ Inventory software can streamline your stock activity and lead to less money tied up in inventory, less theft and stock obsolescence, greater awareness of stock levels and order times, the identification of stock patterns, and time savings from having all cost of goods in one place.

Tips to address a negative trend cont.

4. Review your product/service mix

- Eliminate slow moving and low margin goods.
- Align your product/services categories to customer types.
- Break down the types of consumers and create product/service lines that fit with their shopping preferences.

5. Differentiate through added value

- Offer exceptional customer service, after-sales support and additional products/services to the original products/services sold.

Troubleshooting

Sometimes issues may arise when product and sales information has not been entered correctly or on the day of sale, when sales and payments don't match, when sales don't match inventory, or if information doesn't align with your POS and/or accounting software.

Corrective action

Vend users can search for:

- Inventory count issues [here](#)
- How to compare inventory with sales data [here](#)
- How to make inventory adjustments [here](#)
- Closing your register issues [here](#)
- If sales and payments mismatch [here](#)
- Sales missing from the register [here](#)

Kounta users can search for:

- Finalising takings [here](#)

