

# 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

### Xero users can search for:

- Specific corrective actions [here](#)
- How to input daily sales manually [here](#)
- How to edit sales invoices [here](#)
- How to display Profit and Loss Report showing net income [here](#)

### QuikBooks users can search for:

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

