

Product Planning - Sales Performance Analysis

There are a number of ways to measure sales performance for a business.

- **Total Gross Sales**
- **Best Sellers for individual products and services**
- **Turnover**
- **Most Profit Potential (gross margin)**
- **Bottom line actual Most Profitable (gross margin x qty. sold)**

Almost all sales reports in POSitive will produce sales in terms of dollars and cents, but also will report some form of profitability, generally gross margin based on the sales produced. **Sales report performance** is always based over a period of time.

The most basic sales report is **Sales by Invoice**, which presents a simple listing of sales with costs, and resulting profit and margin. To access go to . .

Report Center / Sales Reports / Invoices / Run / select a time frame / Preview & Print the report

An expansion of sales reporting to include specific analysis of your various departments and categories of merchandise is **Sales by Dept./Category**. To access go to . .

Report Center / Sales Reports / Dept./Cat. / Run / select a time frame / Preview & Print the report

Another great sales report to look at is one that will identify merchandise from your Best Sellers to your Worst Sellers – The **Sales by Item Sorted/Quantity Sold**. Everyone should want to know what brands, colors, sizes, flavors, teams, designs, price points, or whatever factors come into play, determine your product mix. From this data you can make decisions as to what items or lines should be reordered, modified or expanded, and then even reduced or eliminated from your product and service offerings.

Report Center / Sales Reports / Items Sorted / Run / select Quantity Sold / select a time frame / Preview & Print the report.

In addition to the Best Sellers, knowing what are your higher profit margin items is important for generating dollar profits, planning promotion options, setting profit projections, and planned expansion of merchandise or hardware. In addition, profits are essential to fund student related activities (DECA, BPA, etc.). Concentrating on your best profit centers will be key in reaching your profit goals. – The **Sales by Item Sorted/Percent Profit** should be utilized.

Report Center / Sales Reports / Items Sorted / Run / select Percent Profit / select a time frame / Preview & Print the report.

* For all **sales reports**, it is recommended to take the **detail option off** to streamline data presented on the report.

** Some POS activities will be restricted and denied access to cashier only students. In this case a generic employee student manager should be set up (in training only) to allow restricted students access to the reporting function. Set up a fictitious manger – i.e. Manny Gerr.

Lessons Provided By:

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