

## 7 Steps to increasing your Average Sale

1. Determine what your current average sale is
2. Figure out our average basket size (optional)
3. Pick 3 Ways that you could increase your average sale
4. Have a discussion and training with your staff
5. Re-measure
6. Celebrate your successes
7. Retrain- Maintain

## How do you Figure out your Average Sale ?

Simply follow this formula

$$\frac{\text{Total \$ Amount for the Period}}{\text{Total \# of Transactions}} = \text{Average Sale}$$

Example

$$\frac{\$100,000}{500 \text{ Transactions}} = \$200/ \text{ Average Sale}$$

## What is Average Basket Size?

The average basket size is the number of items that the average customer buys. For example if you have 10 customer transactions and they bought 35 individual items. Then the basket size is 3.5

## Why do we want to increase our average sale?

It Costs less than acquiring new customers

No Additional Marketing Budget costs

You already have a relationship with these customers

You can create loyalty and Loyal customers probably make up 70% of your monthly sales now

You can deal with less customers and still hit sales targets

You can increase your sales with less effort

It can give your team a goal to strive for

You will increase your profits (if your margins are correct)

