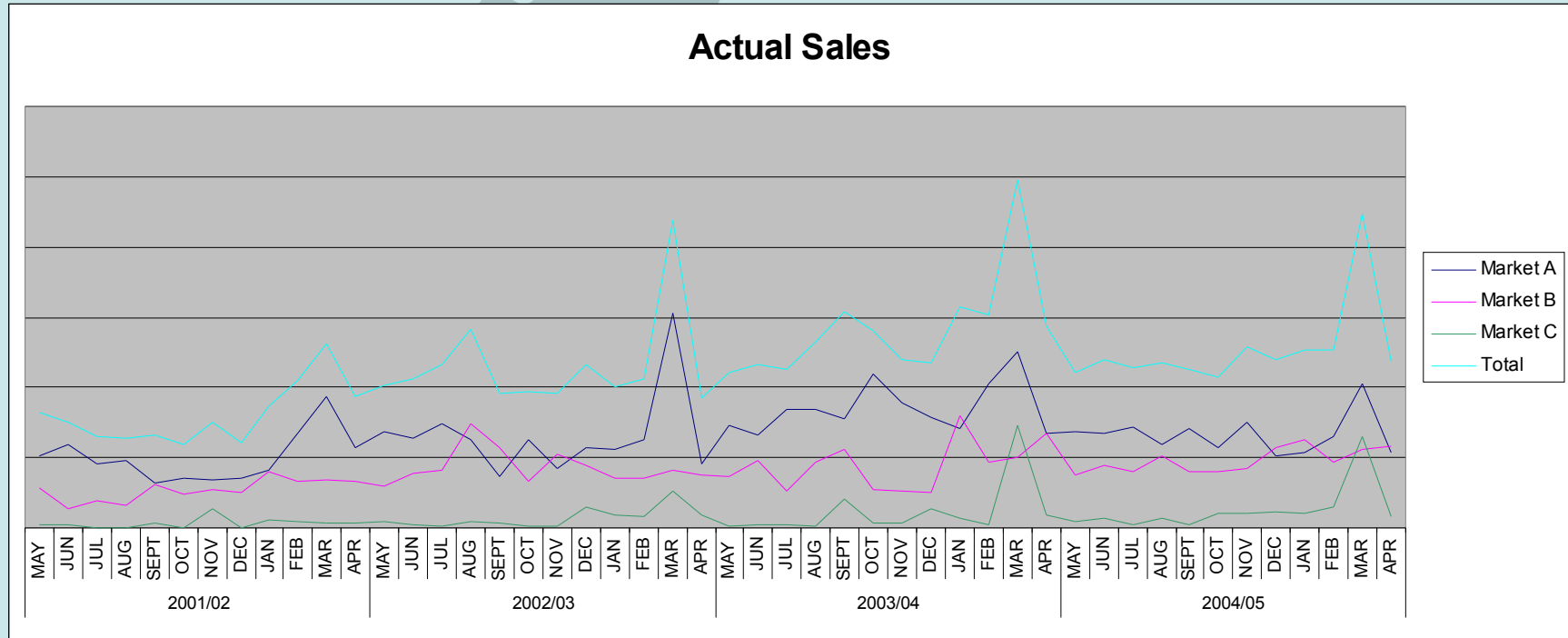


# Are you using your Sales Information to help your business?

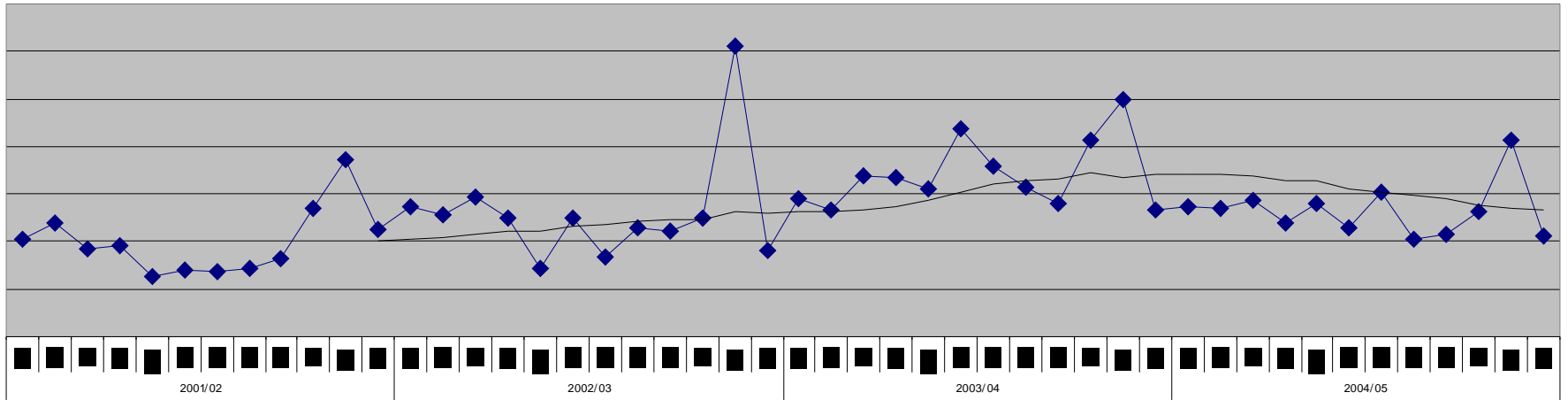


Are sales going up, down or staying the same ?

What is happening in your key market(s) ?

It can be difficult to see through the noise of seasonal variation to understand what is really happening...but it is possible using a spreadsheet and its statistical tools

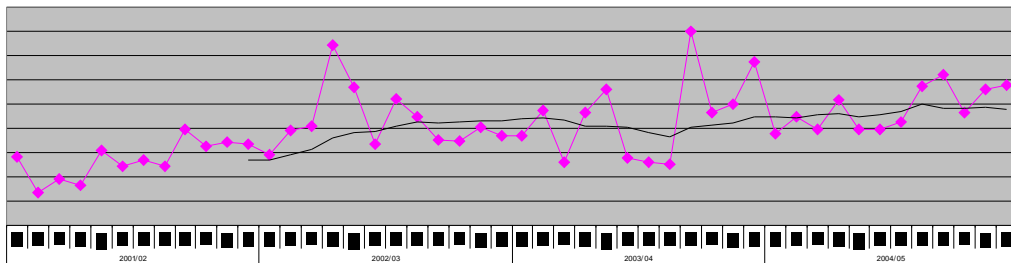
**Market A**  
Actual Sales and Average Sales over last 12 months



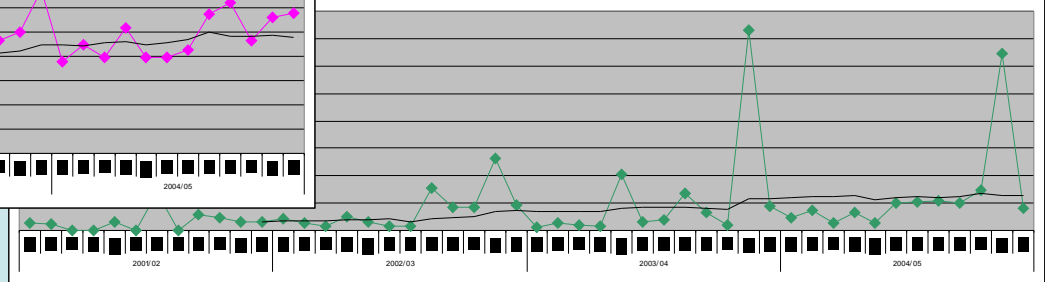
The black line shows clearly that SALES ARE DROPPING.  
This line is the average of sales over the last 12 months

The other markets are growing, albeit slowly..

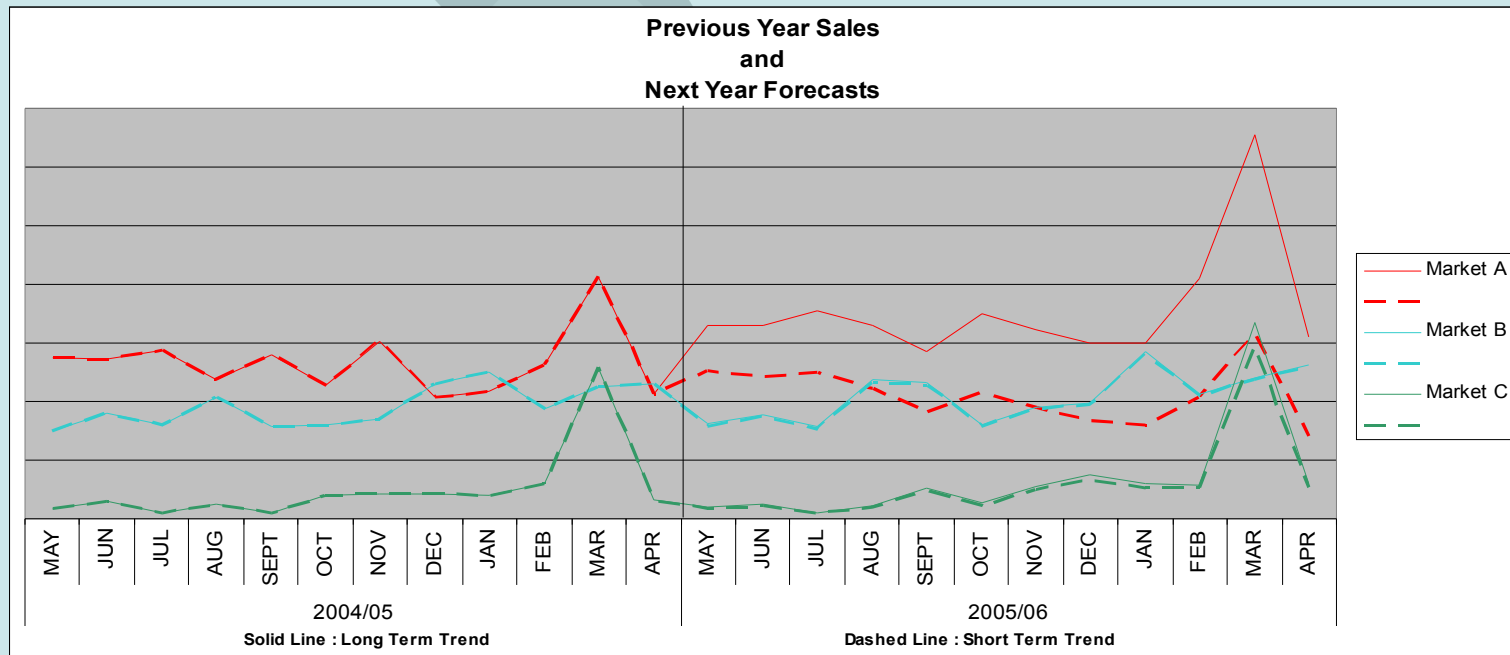
**Market B**  
Actual Sales and Average Sales over last 12 months



**Market C**  
Actual Sales and Average Sales over last 12 months



Scio can turn this analysis into hard forecasts, so you can identify changes in sales patterns quickly and easily



And this means that you do something about it before it becomes damaging.

You can make informed decisions about your marketing strategy.

*Market A is important to this company.... do something NOW*

*Market C is small and beginning to fail....should they pull out ?*

**Scio Consulting .... Helping you to run your business better**

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This analysis is available in an Excel spreadsheet and is easy to update, Enter your sales figures in a table and push the Update button