Catalog SOP: Managing Your Sales Conversion

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> **ℹ** **Who is this for?:** Anyone involved in the sales process within an organization. It is especially useful for teams looking to improve their sales conversion rates and enhance their overall sales performance.
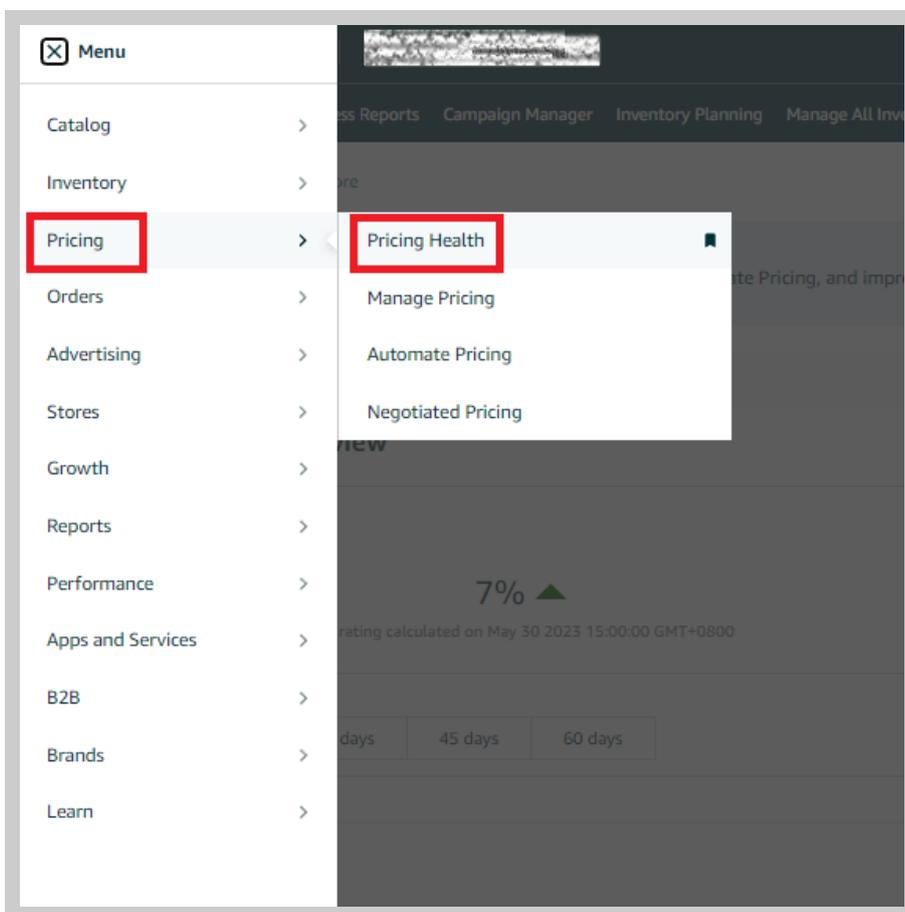
> **✓** **Objective:** To provide guidelines and best practices for managing your sales conversion process effectively. It aims to help sales teams streamline their efforts, increase conversion rates, and optimize their overall sales performance.

Sales conversion rates are key performance indicators (KPIs) for businesses. They provide a measure of the effectiveness of marketing strategies and sales efforts.

Important: Prior any actual price change implementation, it is important to inform and get client's approval. Include the approval proof (screenshot or fireflies call link) as Task Details or as a Comment.

1. To access the pricing dashboard in Seller Central, select "Pricing Health" from the dropdown menu under the "Pricing" tab.

2. Click on "Sales Conversion" on the left-hand side of the page.

3. The sales conversion percentage shows the rate of orders (minus returns) divided by total page views for your products in the past two months, with no sales conversions in the past 7 days.

4. A list of products with at least one sale in the past two months, but no sales conversions in the past 7 days is shown on the page, ordered by estimated sales potential.
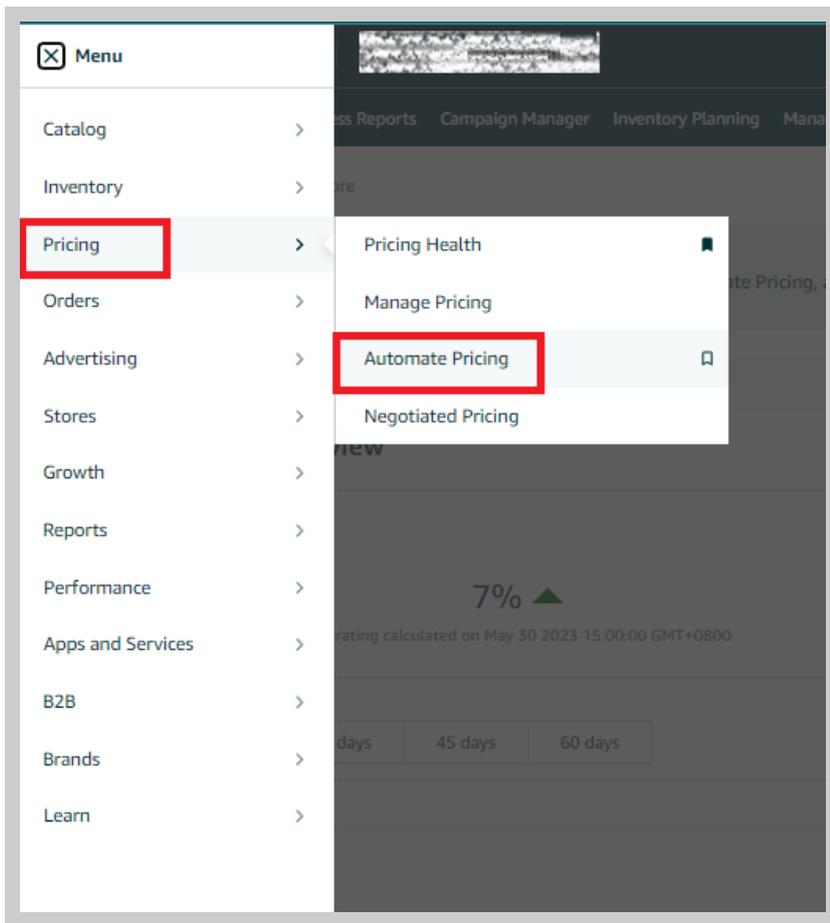

5. To increase sales conversion, you can consider discounting slow-selling items or enrolling in Automate Pricing to adjust prices based on sales volume.

6. Each item on the list has the following options:
- Update the product's price to a discounted price by clicking the "Update" button and entering a new price in the pop-up box.
- Enroll the product in Automate Pricing by clicking the "Enroll in Automatic Pricing" button.
- Skip editing the product will hide the suggested product line for 7 days before you can choose to update the price or enroll in Automate Pricing again.