

# Catalog SOP: Managing Your Sales Conversion

10/09/2024 3:24 pm CDT



**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.

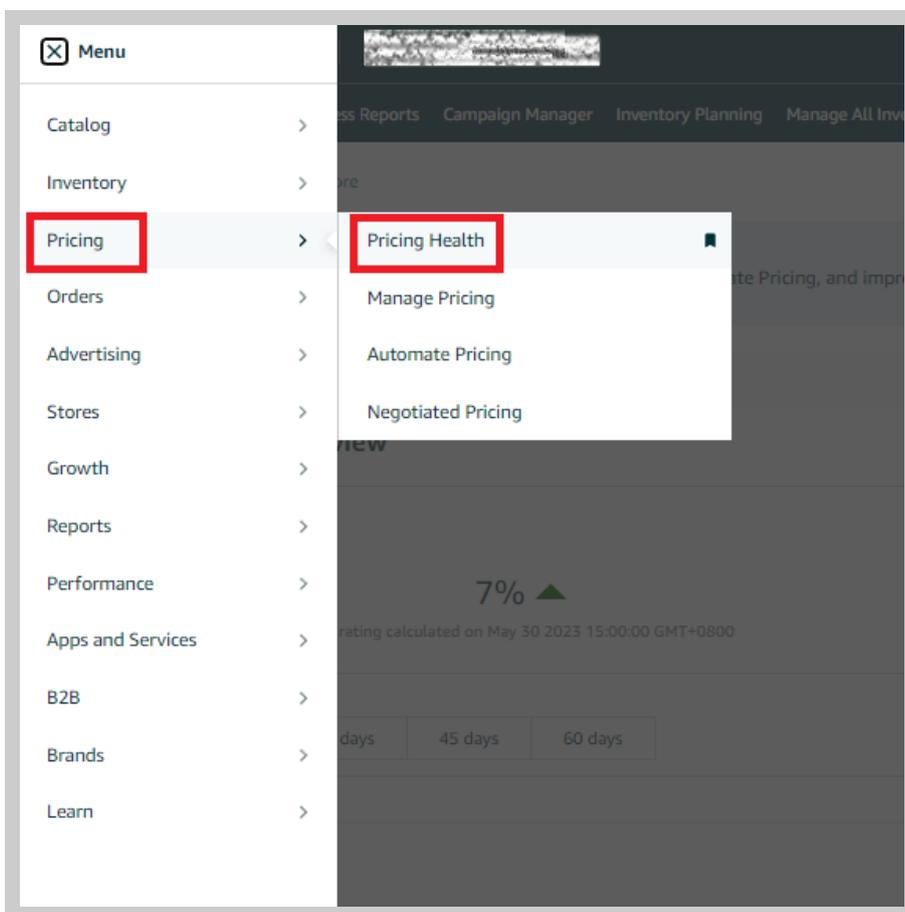


**Objective:** To provide guidelines and best practices for managing your sales conversion process effectively. It aims to help sales teams streamline their efforts, increase conversion rates, and optimize their overall sales performance.

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.

**Pricing Health** [Learn more](#)

**Enroll in the Competitive Price rule by Amazon.**  
To make it easier for you to automate your pricing decisions with Automate Pricing, and improve your Pricing Health, Amazon has created pre-defined rules. You have the option to enroll in these rules to manage your pricing easily. You can review the rule parameters before enrolling. To learn more, [click here](#).

Inactive Offers   **Featured Offer**   **Sales conversion**

### Inactive Offers Overview

Inactive 0  
Take action

**Take action**  
Reactivate your listings and avoid pricing errors by updating your offer price in accordance to Amazon Marketplace Fair Pricing Policy. Below is a list of products that are currently inactive due to potential pricing errors. Amazon detects potential pricing errors based on factors including legal or compliance issues, and the Featured Offer price. Reference Prices may refer to the Featured Offer (Buy Box) price, 60-day average selling price, highest 14-day price (shipped and sold by Amazon), or the list price.

**Inactive offers**  
Listings deactivated due to Potential Pricing Error

| Product Name<br>ASIN   | Pricing Health Issue<br>Description | Minimum price or Maximum price<br>Recommended price | Price + Shipping<br>Recommended price | Reference Price<br>Source of Reference Price | See |
|--|-------------------------------------|---|---------------------------------------|--|-----|
| You do not have any listings that have been deactivated due to potential pricing errors. |                                     |   |                                       |  |     |

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.

**Pricing Health** [Learn more](#)

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Inactive Offers   **Featured Offer**   **Sales conversion**

### Sales Conversion Overview

Sales conversion % 7% ▲  
Last rating calculated on May 30 2023 15:00:00 GMT-0800

Listings with no sale 0  
in last 7 days  
Take action

Filter by: 15 days   30 days   45 days   60 days

• Sales conversion rate

**Take action**  
Improve your sales conversion rate by considering to discount slow-selling items. Below is a list of products where you have had at least one sale in the past two months, but no sales in the past 7 days. The list is ordered by customer views, so items with high customer demand are shown first.

Sales Conversion

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.

**Sales Conversion**

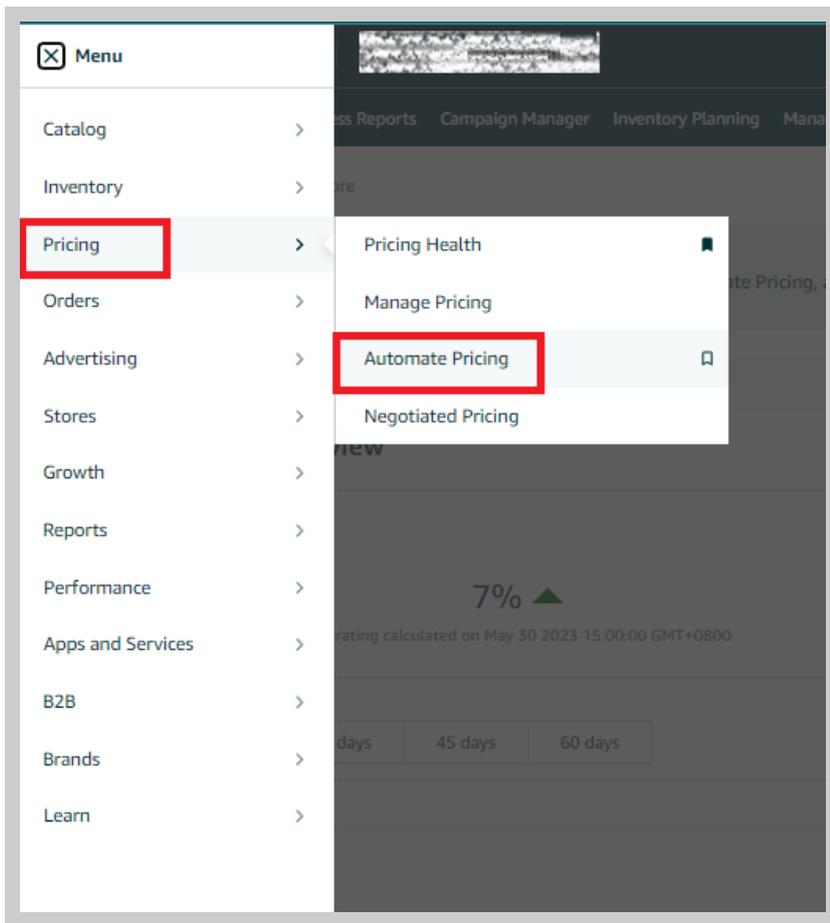
Listings with no sale

| Product Name<br>ASIN  | Price<br>+ shipping | Sales in last 30 days | Recent lower price | Action |
|---|---------------------|-----------------------|--------------------|--------|
| You have no offers that were viewed by customers that did not have a sale in the past 7 days. |                     |                       |                    |        |

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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.