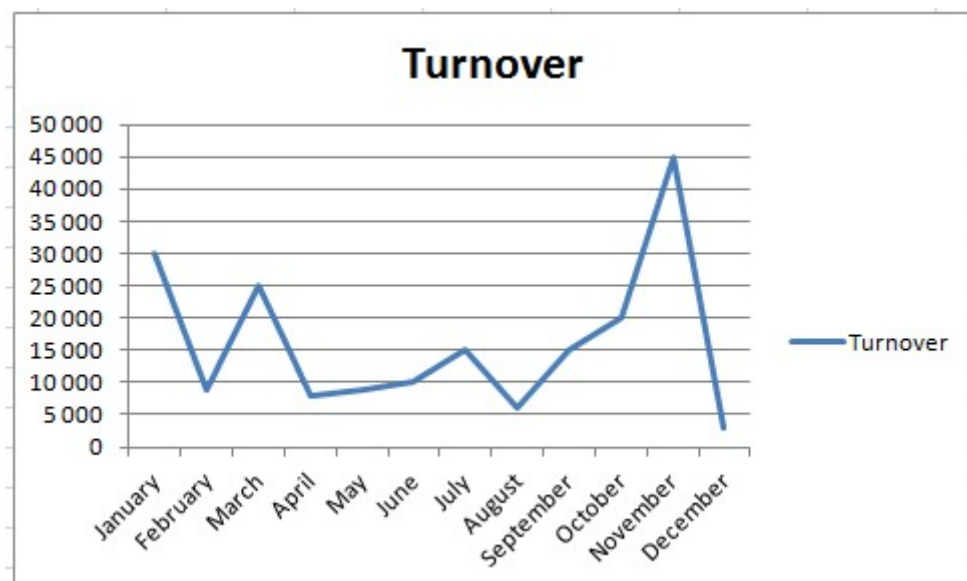# CUSTOMERS BUYING PATTERNS

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By Value

In a spreadsheet insert data for the past year for each customer by month – for only your A/B customers, as follows ...

1. first column, each month
2. next, insert their total turnover or sales

Month	Turnover	
January	30 000	Turnover = total of actual orders
February	9 000	
March	25 000	
April	8 000	
May	9 000	
June	10 000	
July	15 000	
August	6 000	
September	15 000	
October	20 000	
November	45 000	
December	3 000	
Total	195 000	

Now turn these figures into a graph which will depict when your customers buy.

CUSTOMERS BUYING PATTERNS
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By Volume

In a spreadsheet insert data for the past year for each customer by month – for only your A/B customers, as follows ...

1. Insert each month of the year across the columns.
2. Insert each product name or category into the first column.
3. Insert the quantity purchased for each product into the relevant month.
4. Then add the totals.

Customer A	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Product A		200		50				90			120		460
Product B	70		80				110						260
Product C		60				85				90			235
Product D	20	20	20	20	20	20	20	20	20	20	20	20	240
Product E					400								400
Total	90	280	100	70	420	105	130	110	20	110	140	20	1595

Customer B	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Product A			60		30			20			10		120
Product B	5			5			5			5			20
Product C			35			35				35			105
Product D	5	5	5	5	5	5	5	5	5	5	5	5	60
Product E						1000							1000
Total	10	5	100	10	35	1040	10	25	5	45	15	5	1305

It's important to identify these buying patterns because you'll then know when to contact them to place their orders and you'll also have an indication of their budget spend. If their orders are declining, find out why. They could be closing down or moving to your competitor. This information will also play a major role in helping you to achieve your sales goals when re-selling, up-selling and cross-selling your products.

You'll also use this information when compiling your pipeline of qualified prospects and in your annual marketing planner.

This analysis needs to be done every 6 months, to keep your pulse on how your customers are performing.