



Lesson Action Guide

Customers Buying Patterns



Key Concepts: A Summary of What You Learned

- Monthly sales by value.
- Monthly sales by volume.
- Customers Budgets.



Action Steps: Complete Before the Next Lesson

- Print out the transcript for this lesson.
- Follow the steps as shown in the video and transcript.
- Establish the sales buying patterns for each A and B customer for the past year.
- Do this Customers Buying Patterns analysis every 12 months.



Ideas and Notes

Shut off anything that may distract you, like your mobile and emails, and put on some light music if you like.