



Lesson Action Guide

Sales Analysis



Key Concepts: A Summary of What You Learned

- Total Sales versus Gross Profit.
- Gross Profit percentage.
- Tips to fix declining Gross Profits.
- Monthly sales patterns.



Action Steps: Complete Before the Next Lesson

- Print out the transcript for this lesson.
- Follow the steps as shown in the video and transcript.
- Fix any problems arising from declining Gross Profits.
- Apply your monthly sales patterns over the past year to your sales targets.
- Do this Sales Analysis every 6 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.