

A Handy Guide to Yearly Sales



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As business and sales women, we've heard all the rumors about the 'Sales Cycle'..the supposed best times of the year to reduce prices, run sales promotions and reap maximum sales from customers.

It's true that certain things are cheaper to buy at certain times of the year.

When it comes to shopping we all know the huge differences between our bank accounts on the 3rd of the month and the 23rd

At the end of the day, the goal is to keep as much of those 00s in your account as possible.

Because we got you, here are some sales cycle truths to give you a working and shopping calendar going forward this year:



January

If you sell clothes this is the best time of year to hold sales. The holiday rush is over now and stores should look to flog off old stock at low prices ahead of the New Year.

Savvy consumers should know this too so get your purses out and look out for those bargains!

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February

During the rush just before Valentine's you will have no problems selling flowers, chocolate and other romantic gifts, however immediately after the 14th is a good time to drop your prices.

For consumers, after the 14th is a good time to stock up on gifts and presents that you may need for family and friends in the coming months as prices should be very low.

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March - May

This is a good time for those who sell appliances like televisions and other electronics, the Japanese fiscal year ends in March and so manufacturers are eager to get rid of old stock. Be on the lookout online for bargain prices that you can resell for a profit later in the year !

Although our winters in some parts of Africa are getting mild, this is the best time to do away with the summer stock and display boots and scarves .

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June

If you are into the sales of health & fitness equipment and supplements then this is the perfect time to sign up and stock up! By this time in the year, everyone has forgotten their New Year's Resolutions so gyms (and their suppliers) are desperate to attract people and will offer good discounts!

Also, this is a good time for clothing stores and businesses to hold promotions, it is the beginning of wedding season and smart SLAYers will be out for early bargains.



August

This is where Africa is at an advantage due to the weather differences between us and our Northern hemisphere friends. This is the end of their summer so suppliers will be offering large discounts on swimwear and summer items to clear their inventories. You might also want to display umbrellas and raincoats as the rainy season draws closer.

Take advantage of the fact that (for most of us) it is summer all year round, stock up popular brands at lower prices and watch how impressed your customers will be at what you have to offer them !

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September

For consumers, September has a number of good discounts on offer as stores will be clearing out a lot of inventory because the 'back-to-school' sales will have finished, this is a good period to stock up on school items that will be needed throughout the year.

Also, if you happen to sell wine then you should know that September is harvest time and so this is the best time to stock up. (Duh!)

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October

Don't buy anything! Save your money and energy and be ready for the Black Friday sales coming. Trust me!

For those who travel abroad to buy items to sell this is probably last call time to look into buying your flight ticket. Every day leading to Christmas there is a rise in ticket prices.

An advantage of actually travelling this time is that the airports are not congested and hotels are not fully booked.

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November

Take FULL advantage of the Black Friday craze and get good deals on pretty much everything ! But be careful not to be duped into false sales and make sure prices are actually reduced by comparing reduced stock to their full priced items.

Your Christmas sales should be underway. Put word out there of your products so that when people are gathering up gifts they remember.

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December

This is one of the few times in the year that champagne prices actually drop (outside Africa), so take advantage of this and stock up well for the year ahead (or for an extra jolly Christmas)!

If you are a caterer, this is definitely your month. Market your services in the right places. A lot of parties will be going on and with the bonus from work, people want to hire out almost everything for their parties and food is definitely tops.

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Finally



Obviously, this list isn't set in stone but it can act as a good guide and be a helpful reminder to always be aware of how global trends can provide some good opportunities for you as a sales woman (or as a woman who loves sales).

Let's SLAY sales this year and watch those 000s increase.

For the TLDR crowd



Be smart about the way you market your products and when you sell a particular product.



Buy your stuff when demand is low because it's always cheaper. Then sell when demand increases.

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