

Lecture 13



Sales Management

Launching & Post Launching Stuff

- On going & Technical:
 - At least once a day, check you listing, images, inventory...
 - Evaluate success level for each factor, learn why it happened + what we can improve on it.
 - Assess the process with the 2nd inventory order. Do we need to improve certain stuff in the product / quantity / ship some spare parts for replacements....?
- AMZ PPC:
 - Learning PPC is On-the-job training.
 - Modul 20 in RPG-ECOM online course - all the basics you need to know, once you get there.
 - PPC Strategy for product launch - today.

Sales Management - Basic Sales Metrics

- Total units sold 23 (source = seller central)
- \$ Sales revenue \$ 627.21 (source = seller central)
- \$ Sale price \$ 27.27 (Sales revenue/Total units sold)
- PPC units sold 10 (source = seller central)
- Organic units sold 13 (Total units sold-PPC units sold)
- \$ PPC spent \$ 135.70 (source = seller central)
- \$ PPC/Unit \$ 13.57 (PPC spent/PPC units sold)

Sales Management - PPC vs Organic & Keywords Ranking

Monitor to validate the effectiveness of your product launch

- Successful launch indicators: Ranking goes up, increasing organic sales , declining ppc sales
- Manage the keywords you choose to target
- Monitor the relationship between selling price and units sold (i.e sales velocity)

****Accurate data entry is key**

- Sales data: *Seller Central > business reports > Detail Page Sales and Traffic By Child Item*
- PPC data: *Seller Central > Campaign Manager*
- Ranking data: *Helium 10 / Datarova*

Sales Management - Inventory Management

Plan meets reality...

Sales are slower/higher than expected.

- How to adjust?
- What are our motivations? (Hint: profit isn't one of them)
- But first, make sure you look at the right picture - monitor your data.

*Managing your sales velocity is key, both for profit and inventory optimizations

Product Pricing strategies -

- Discount Coupons
 - Percentage off vs. Money off
 - Easy vs. complicated to calculate
- Free Shipping over \$25 (for anyone who's not Prime member)
- Price Endings
 - .99 vs .00
- Types of buyers

Tools & Home Improvement Product
Color



Amazon Global Store

Amazon Global Store



Zulay Premium Quality Knife Sharpener for Straight and Serrated Knives Stainless Steel Ceramic and Tungsten - Easy Manual Sharpening...

★★★★☆ ▾ 1,107

\$18⁹⁹

Eligible for Shipping to Canada



Kitchen Knife Sharpener, LOFTER 2 Stage Knife Sharpening with Angle Adjustment Knob, Diamond and Ceramic, Restore and Polish Blades,...

★★★★★ ▾ 69

\$17⁹⁹

Save 5% with coupon



Chef'sChoice 4643 ProntoPro Diamond Hone Manual Knife Sharpener Extremely Fast Sharpening Euro-American and Asian Style Kniv...

★★★★☆ ▾ 504

\$19³⁴ ~~\$25.00~~

Eligible for Shipping to Canada



PriorityChef Knife Sharpener for Straight and Serrated Knives, 2-Stage Diamond Coated Wheel System, Sharpens Dull Knives Quickly, Safe...

★★★★☆ ▾ 3,580

\$18⁹⁵

Eligible for Shipping to Canada

More Buying Choices

\$13.90 (3 used & new offers)

Percentage Off



Kitchen Knife Sharpener, LOFTER 2 Stage Knife Sharpening with Angle Adjustment Knob, Diamond and Ceramic, Restore and Polish Blades,...

★★★★★ 69

\$25⁹⁹

Save 40% with coupon

Money Off



Kitchen Knife Sharpener, LOFTER 2 Stage Knife Sharpening with Angle Adjustment Knob, Diamond and Ceramic, Restore and Polish Blades,...

★★★★★ 69

\$25⁹⁹

Save \$10.00 with coupon

Percentage Off



Cangshan TS Series 1020885 Swedish Sandvik 14C28N Steel Forged 17-Piece Knife Block Set, Walnut

★★★★★ 29

\$449⁹⁷

Save 22% with coupon

Eligible for Shipping to Canada

Money Off



Cangshan TS Series 1020885 Swedish Sandvik 14C28N Steel Forged 17-Piece Knife Block Set, Walnut

★★★★★ 29

\$449⁹⁷

Save \$100.00 with coupon

Eligible for Shipping to Canada

Complicated



Cangshan S1 Series 59663 6-Piece
German Steel Forged Knife Block Set

★★★★☆ ∨ 355

\$21⁷⁹

Save 15% with coupon

Eligible for Shipping to Canada

Easy



Cangshan S1 Series 59663 6-Piece
German Steel Forged Knife Block Set

★★★★☆ ∨ 355

\$21⁰⁰

Save \$3.00 with coupon

Eligible for Shipping to Canada

Complicated



Cangshan S1 Series 59663 6-Piece
German Steel Forged Knife Block Set

★★★★☆ ~ 355

\$21⁰⁰

Save \$4.00 with coupon

Eligible for Shipping to Canada

Easy



Cangshan S1 Series 59663 6-Piece
German Steel Forged Knife Block Set

★★★★☆ ~ 355

\$21⁰⁰

Save \$3.00 with coupon

Eligible for Shipping to Canada

**Free Shipping
Over \$25**

from \$20.99

Place your order

By placing your order, you agree to Amazon's [privacy notice](#) and [conditions of use](#).

Order Summary

Items:	\$20.99
Shipping & handling:	\$5.48
<hr/>	
Total before tax:	\$26.47
Estimated tax to be collected:	\$0.00

Order total: \$26.47

[How are shipping costs calculated?](#)

[Why didn't I qualify for free shipping?](#)

to \$25.99

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Order Summary

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Shipping & handling:	\$0.00
<hr/>	
Total before tax:	\$25.99
Estimated tax to be collected*:	\$0.00

Order total: \$25.99

[How are shipping costs calculated?](#)

from \$20.99

to \$25.99

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<hr/>	
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Estimated tax to be collected:*	\$0.00

Order total: \$25.99

[How are shipping costs calculated?](#)

**Tip: if current price is \$21-24,
then change to \$25+**

Price Endings

.99 vs .00



Jewelry Box - Pink and Purple
Sparkles with Hearts and Pink and
Purple Trim

★★★★★ [v 37](#)

\$29⁹⁹

Eligible for Shipping to Canada



Jewelry Box - Pink and Purple
Sparkles with Hearts and Pink and
Purple Trim

★★★★★ [v 37](#)

\$30⁰⁰

Eligible for Shipping to Canada

Ending in 9



BEWISHOME Girls Jewelry Box
Jewelry Organizer with Lock 3 Layers
Jewelry Display Storage Case Earring
Ring Necklace Holder Organizer...

★★★★★ [32](#)

\$34⁰⁰

Eligible for Shipping to Canada



BEWISHOME Girls Jewelry Box
Jewelry Organizer with Lock 3 Layers
Jewelry Display Storage Case Earring
Ring Necklace Holder Organizer...

★★★★★ [32](#)

\$39⁰⁰

Eligible for Shipping to Canada

Unusual Endings

Price	Perceived as	You will Receive	Yearly Profit from Cents, if selling 10 a day
\$29.11	\$29	11 cents	\$402
\$29.27	\$29	27 cents	\$986
\$29.65	\$29	65 cents	\$2,373
\$29.99	\$29	99 cents	\$3,614

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Types of Buyers



Scrooge



Average
Spender



Big
Spender



Types of Buyers



★★★★★ ∨ 32

\$11⁹⁹



★★★★★ ∨ 32

\$17⁹⁹



★★★★★ ∨ 32

\$45⁰⁰

Potential Profit



Monthly Sales	240	610	150
Profit per Unit at 40% Margin	\$4.80	\$7.20	\$18.00
Monthly Profit	\$1,151	\$4,390	\$2,700

Product Pricing strategies

1. Enable Coupons for better CTR.
2. Coupon dollar amounts vs percentages - pick one with stronger 'wow deal' effect, without working out the math. 40% off 25.99 sounds better than 10\$ off 25.99.
3. Make price and coupon combination as simple as possible, easy to comprehend the price quickly. Tough math kills your conversions.
4. Choose numbers for coupon dollar amounts from the multiples of price.
5. Increase prices to be just above Free Shipping thresholds to get more traffic.
6. Use .00 instead of .99 if you want to position as luxury item.
7. Use 5, 7 and 9 in your prices - \$39 sells better than \$34.
8. Don't bother with weird endings like .73 - you will make more profit with .99.
9. If in \$41-\$45 range - lower to \$39, to avoid the hesitation of \$40 threshold.
10. You will make most money targeting Average Spenders; but if none of the competitors are targeting Big Spenders, it's 2nd best opportunity.

PPC Strategy for product launch

- Launch period - Aggressive
 - Get eyes on your product (impressions, clicks)
 - This is your business biggest expense
 - Research for new search terms you didn't know about (auto, broad campaigns)
 - The algo needs budget to operate properly (It's a necessary evil)
 - High bids, Increasing budgets
 - Profitability of advertising is less important
 - Optimize non converting keywords by lowering bids but don't be aggressive at this point and think twice before "killing" a keyword.

THE END