

1-Exploiting seasonal fluctuations:

Plan ahead: The sales team must plan for high seasons by increasing inventory, implementing customized marketing campaigns, and training employees to handle the increase in demand.

Take advantage of quiet seasons: Quiet seasons can be used to develop products, train employees, and perform equipment maintenance.

2-Analysis of the reasons for the decrease in sales during some holidays:

Performance comparison: Sales performance must be compared during different holidays to determine which holidays the company achieves good results and which holidays need improvement.

Modifying strategies: Marketing strategies used during the holidays that achieve less than expected results can be modified.

3-Focus on the "manufacture" Method:

Strengthening partnerships: Focus must be placed on strengthening partnerships with product manufacturing companies and developing strong relationships with them.

Customize Offers: Special offers can be offered to manufacturers to increase sales of their products.

4-Increase the effectiveness of the "promotion" method:

Improving promotion strategies: The promotion strategies used, such as price reductions, promotions, and prizes, should be improved.

Target the right customers: Promotions must be directed to precisely targeted customer segments.

Measuring the impact of promotional campaigns: The impact of each promotional campaign must be measured accurately to determine the most effective campaigns.

5-Enhancing digital channels:

Improving User Experience: Improving the user experience on the website and app.

Digital Marketing: Invest in digital marketing, such as search engines and social media.

User behavior analysis: Analyze the behavior of users on the website to identify opportunities for improvement.

6-Evaluating the performance of sales representatives:

Performance comparison: Compare each actor's performance with others to determine strengths and weaknesses.

Determine the reasons: Identify the reasons behind the difference in performance, such as experience, training, skills, and motivation.

Providing the necessary support: Providing the necessary support and training to actors who need to improve their performance.

Outstanding Performance Reward: Reward the actors who achieve the best results to motivate them to continue.