SOP: Managing Your Sales Conversion

1. Select "View Pricing Dashboard" from the Drop-Down Menu of the "Pricing" tab on the top menu of Seller Central.

2. Click on the Box to the left of the Page that says "Sales Conversion".

3. The Sales conversion shows the percentage of listings which had at least one sale in the past two months, but no sales conversions in the past 7 days.

4. Sales conversion is your total orders (minus returns) divided by the total page views that products you list have received. This metric tells you what percentage of customers who look for your items on Amazon order a product from you.

5. The page shows a list of products where you have had at least one sale in the past two months, but no sales conversions in the past 7 days.

6. The list is ordered by estimated sales potential, so items with high customer demand are shown first.

7. If you want to improve your sales conversion rate, consider discounting slow-selling items.

8. Alternatively, you can enroll your SKUs in Automate Pricing to automatically update your prices based on your sales volume.

9. You therefore have the following options alongside each of these items where you have had at least one sale in the past two months, but no sales conversions in the past 7 days:

You can Update your product's pricing to a discount price by clicking the "Update" button to the right of the product, typing in your new price in the text box of the pop-up box and click the "Update" button;

You can enroll your SKUs in Automate Pricing to automatically update your prices based on your sales volume by clicking the "Enroll in Automatic Pricing" button to the right of the product and clicking the "Ok" button in the pop-up window; or

You can Skip editing your product by clicking the "Skip" button to the right of the product and this suggested product line will be hidden for the next seven days before you can choose to Update the product price or Enroll the product in Automatic pricing.

See Also:

‣ **SOP**: Managing Your Pricing Health

‣ **SOP**: Reading Your Pricing Dashboard

‣ **SOP**: Managing Your Buy Box Percentage

- **SOP**: Managing Your Price Competitiveness

- **SOP**: Managing Your Fee Discounts

- **SOP**: Managing Product Pricing

- **SOP**: Fixing Price Alerts

- **SOP**: Creating a New Automated Pricing Rule

- **SOP**: Editing an Existing Automated Pricing Rule via Spreadsheet Template

- **SOP**: Editing an Existing Automated Pricing Rule Manually