



Sales Velocity Strategy

How it works

- Use Sales Velocity to determine and price against Sales goals.
- Sales Velocity is the number of sales in a specified time period.
- Sales Velocity can help to determine future re-order points.
- The velocity strategy is a great way to determine sales goals and adjust pricing to achieve that goal.



Set Up

- Click the **Create** button on the Pricing Manager screen.
- Select the marketplace for which you are building the strategy.
- Under **Configure Strategy Settings and Required**, Select the Recheck time period. This determines when SellerActive will check the number of sales against the strategy.
- Under the **Repricing Rules**, select the **Reprice down by** (Choose a dollar amount or a percentage to have the price drop and enter your minimum number of sales you wish to have as your lower threshold.
- Under the **Repricing Rules**, select the **Reprice Up by** (Choose a dollar amount or a percentage to have the price rise) and enter your Maximum number of sales you wish to have as your Upper threshold.
- Select **Next**.



Settings

- If your sales do not meet your goal of 2, after a 24-hour period your price will drop by .01.
- If your sales exceed your goals, after a 24-hour period your price will rise .01.
- If your sales fall within the upper and lower thresholds, after a 24 hour period your price will stay as it is.

Create a Pricing Strategy ×

Channel (eBay)
 Strategy (Sales Velocity)
 Settings ▶
 Profit Protection
 Final Review

Configure Strategy Settings

These settings will determine how to compete and which competitive listings to reprice against.

* Recheck Time Period ⓘ
1d

* Repricing Rules ⓘ

Reprice down by \$ when you sell less than items within the time period specified above

Reprice up by \$ when you sell more than items within the time period specified above



Profit Protection Settings: Custom vs. Manual

Custom Formula

A dynamic repricing feature based on Cost and Profit margin. Cost must be added via the Product Workspace - can use MAP or Retail price as base.

Maximum Value

- When min and max prices are unknown
- When vendor cost fluctuate. Will save time with recalculating new min and max pricing
- Quickest method to going live with repricing

Minimal Value

- When shipping and market fees must be calculated into final minimum and maximum cost
- Already have pre-determined minimum and maximum prices
- Do not have cost

Manual Assignment

Must be calculated (by the customer) and imported into SellerActive prior to going live.

Maximum Value

- Coming from another repricer and have previous min and max prices available
- When shipping and fees of concern

Minimal Value

- Lack of familiarity with excel and formula calculations for determining min and max prices
- Cost fluctuates



Tips

- Review previous orders to determine accurate upper and lower Thresholds.
- Build multiple Sales Velocity Strategies to accommodate different sales rates.
- Review strategies often to make sure the price is not falling to the floor too quickly.
- 2 days is a good time frame for determining sales velocity.
- Using larger **Reprice Down by** or **Reprice Up by** will cause your price to drop to the floor quicker or rise to your max quicker than you anticipated.
- Stick with smaller drops and rises in price.
- If building multiple strategies, use the upper and lower threshold in name of strategy to quickly identify which strategy is which.

