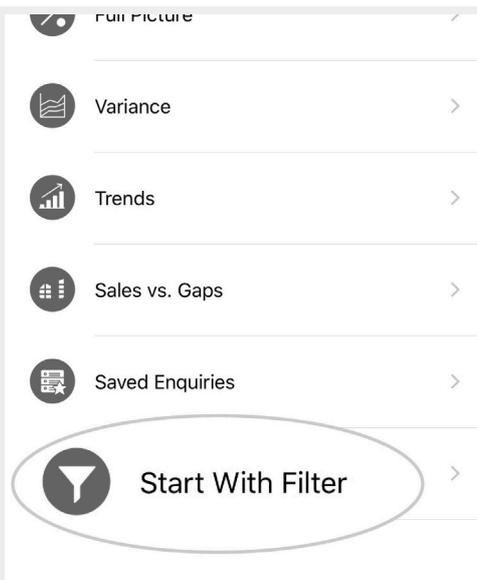
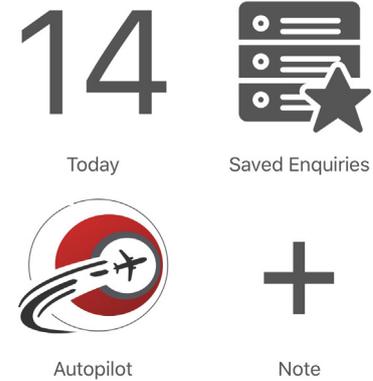


HOW TO DISCOVER WHICH CUSTOMERS HAVE STOPPED BUYING A CERTAIN PRODUCT - APPLE

You can use sales-i to discover which products a customer has stopped buying, preventing your sales from slipping and going to a competitor before it's too late.

01 From the navigation bar at the bottom of the screen, tap **Enquiries**.

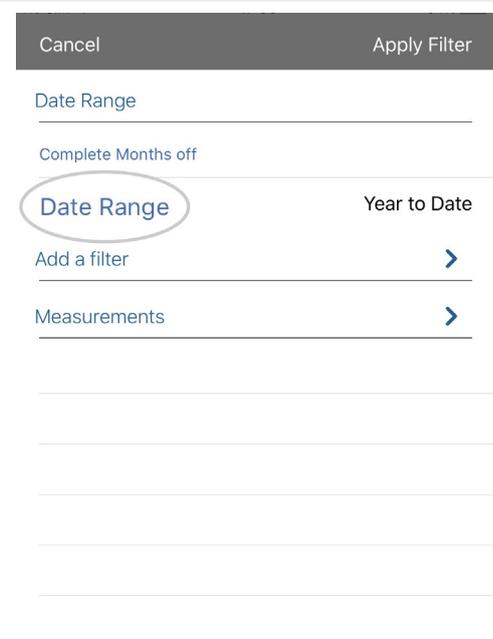


02 Next, tap **Start With Filter**.

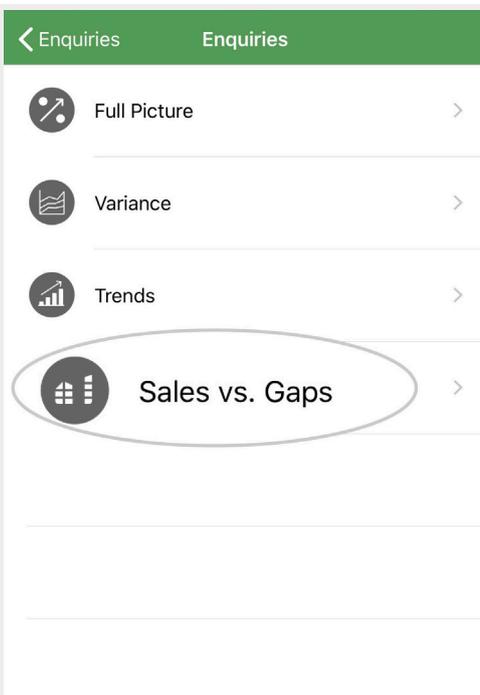
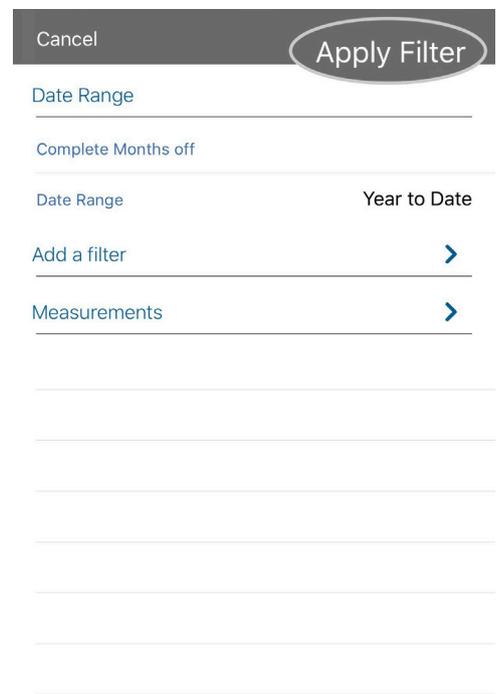
03 Now, you need to select the Date Filters you would like to search with.

If you want to see data for a certain date period tap **Date Range**.

Please Note: If you want to search for a particular product you can tap Add a Filter and then tap **Product**.



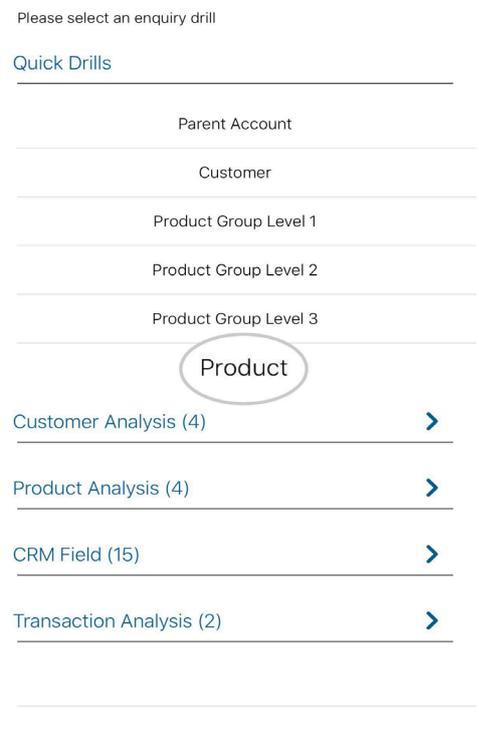
04 Next, tap **Apply Filter** in the top right hand corner



05 Now it's time to select the type of enquiry you would like to run.

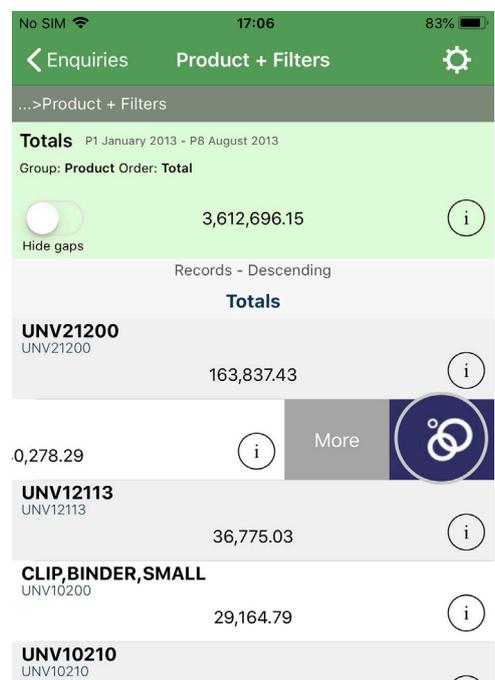
Tap **Sales vs. Gaps**.

06 Tap **Product** from the Quick Drills.



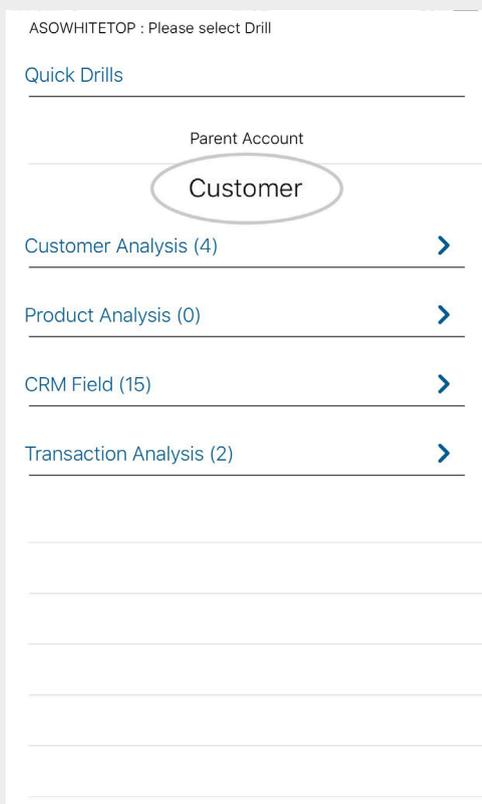
07 Now you need to select the product you would like to see sales information for (in this case, who has bought and not bought).

To do this *swipe right to left* on the product line and then tap **the blue Drill+ button** that appears.



08 Now you have selected your chosen product, it's time to see which customers have and haven't been buying it.

To do so, tap **Customer** from the Quick Drills.



09 You will now see a list of customers who have bought or not bought that product.

Some of them may have a red info (i) icon with a number next to them. This number represents the number of gaps in spend over the months in this date range.

If you would like see a monthly breakdown of their spend, (including any gaps), tap on the (i) icon.

