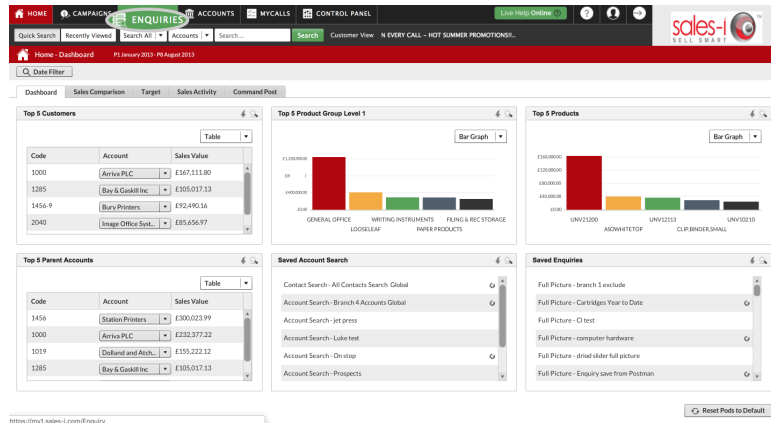


# HOW TO DISCOVER WHICH CUSTOMERS HAVE STOPPED BUYING A PRODUCT - DESKTOP

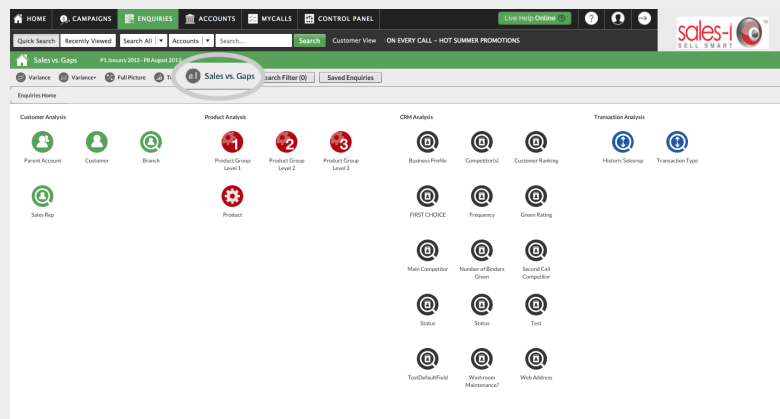
You can use sales-i to discover which products a customer has stopped buying, preventing your sales from slipping and going to a competitor before it's too late.

**01** From the black navigation bar at the top of the screen, click **Enquiries**.

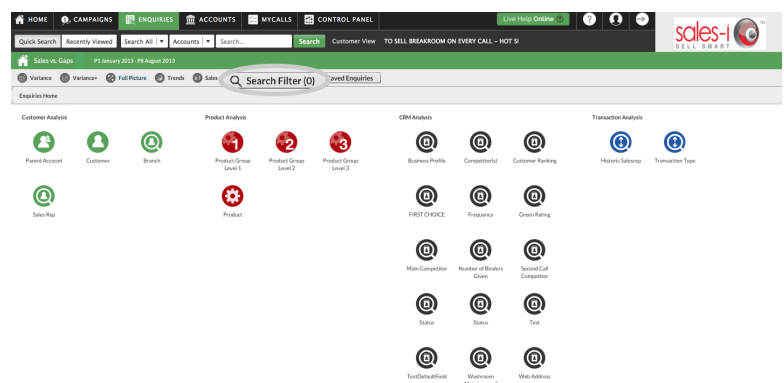


**02** Now it's time to select the type of enquiry you would like to run.

Select **Sales vs. Gaps**.



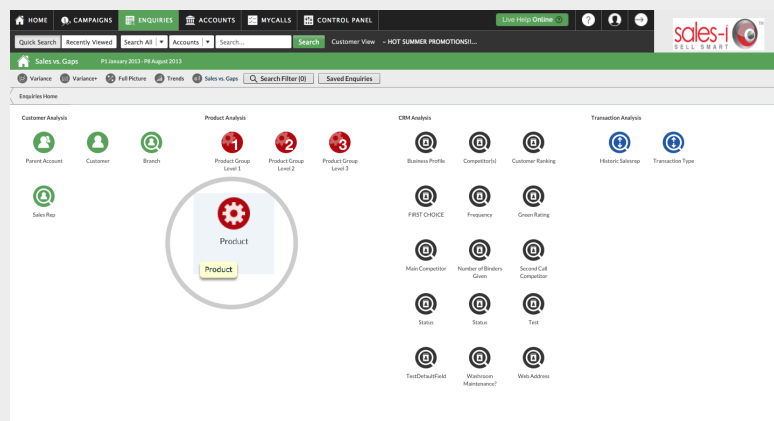
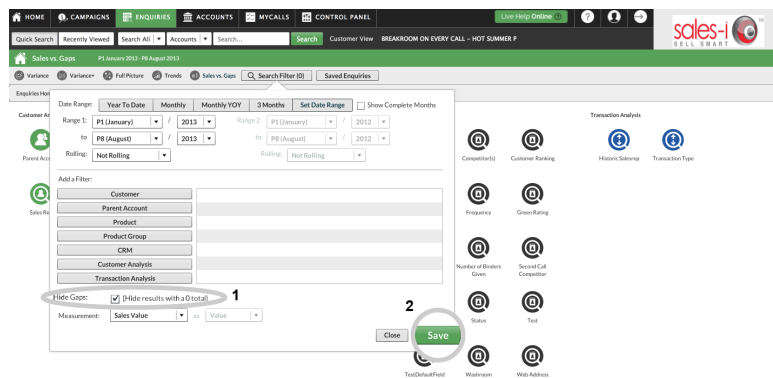
**03** Next, select **Search Filter**.



04 Untick the **Hide Gaps** checkbox. This will mean that you will be able to see customers that are buying and not buying a certain product.

Next, click the green **Save** button.

Please Note: If you want to search for a particular product you can click the **Product** button from the Add Filter section. Visit <https://support.sales-i.com/enquiries/webinars/webinar-using-search-filters-on-enquiries> for more information.



05 Next, select the **Product** bubble from the Product Analysis section.

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

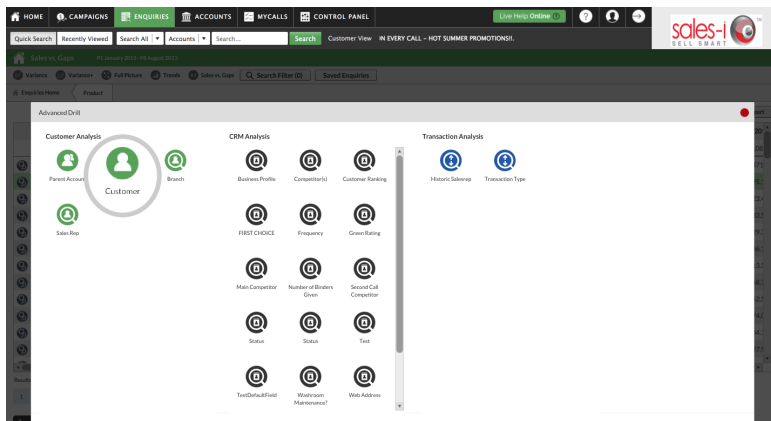
To do this click the **drill icon** on the product line.

Code	Description	Total	Jan 2013	Feb 2013	Mar 2013	Apr 2013	May 2013	Jun 2013	Jul 2013	Aug 2013
UNV21200	UNV21200	£163,837.43	£38,746.42	£23,468.76	£17,149.87	£22,163.55	£18,203.00	£25,343.46	£17,290.85	£21,471.11
UNV12100	UNV12100	£40,278.29	£4,127.01	£4,056.02	£4,071.43	£4,085.93	£4,740.10	£8,389.67	£4,013.00	£6,795.11
UNV12113	UNV12113	£36,775.03	£4,857.49	£2,978.41	£2,924.23	£2,833.00	£4,873.30	£8,176.03	£3,709.15	£6,423.11
UNV10200	CLIP.BINDER.SMALL	£29,164.79	£2,877.12	£3,019.93	£3,187.70	£1,972.49	£4,535.71	£6,605.70	£2,832.63	£4,133.11
UNV10210	UNV10210	£24,732.76	£3,083.88	£3,311.94	£1,963.75	£1,602.82	£4,164.05	£4,683.55	£2,793.47	£3,129.11
UNV24200	PAPER.XERO.DUP.WE.LGL.20M	£18,505.13	£2,393.00	£3,513.43	£1,623.70	£4,061.49	£1,308.99	£3,067.91	£523.28	£1,413.11
UNV24200	PAPER.XERO.DUP.WE.LGL.20M	£17,787.15	£1,391.76	£2,536.49	£1,920.05	£2,048.12	£1,444.27	£2,625.39	£2,132.34	£3,668.11
UNV10430	PAD.LGL.RULED.PERF.LTR.CA	£16,772.62	£2,007.26	£2,173.92	£1,078.14	£1,974.50	£2,206.04	£3,365.23	£1,915.00	£2,052.11
UNV22210	UNV22210	£14,703.14	£1,404.11	£1,730.30	£678.41	£1,273.31	£950.70	£1,192.72	£1,499.59	£3,974.11
SAN3001	MARKER.SHARPER.FINE.PT.BK	£14,149.84	£2,550.74	£1,168.18	£1,197.52	£3,243.46	£1,471.76	£1,547.19	£1,666.24	£1,404.11
UNV10220	CLIP.BINDER.LARGE	£13,316.71	£1,578.40	£1,127.37	£900.23	£1,146.16	£1,055.59	£3,450.63	£949.16	£3,387.11

## 07

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

To do so, click **Customer** bubble from the Customer Analysis field.



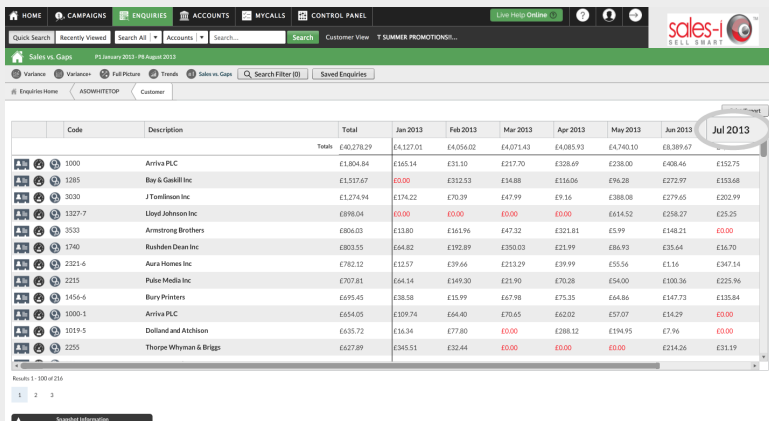
## 08

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

Some of them may be red. This indicates **a gap** in spend for that month.

Click on a column header to sort sales for that month into ascending or descending order.

Please Note: You can click on the **Total** column header to bring the customers who have never bought this product to the top of the list.



## VISIT OUR SUPPORT SITE

Don't forget to visit our support site online to view sales-i how to's, tips, tricks and best practices.

<https://support.sales-i.com>