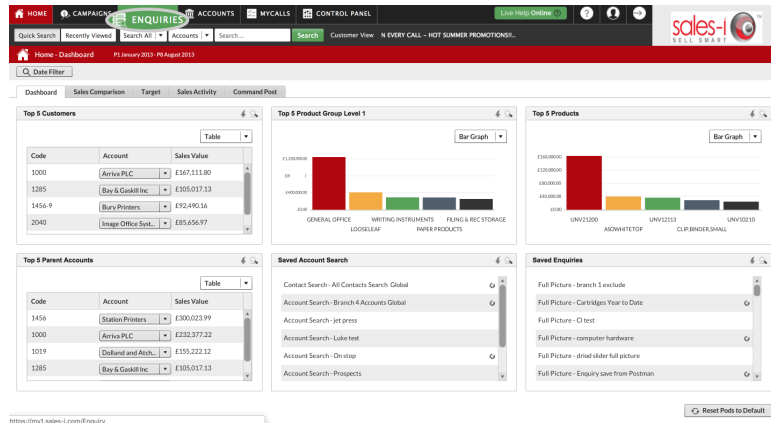# HOW TO DISCOVER WHICH CUSTOMERS HAVE STOPPED BUYING A PRODUCT - DESKTOP
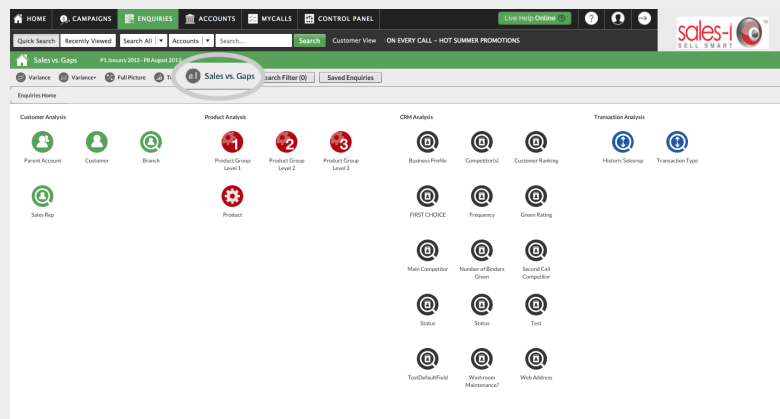
You can use sales-i to discover which products a customer has stopped buying, preventing your sales from slipping and going to a competitor before it's too late.

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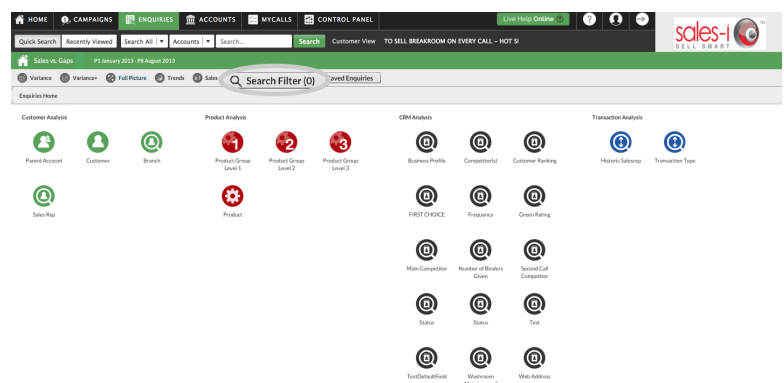From the black navigation bar at the top of the screen, click **Enquiries**.

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.
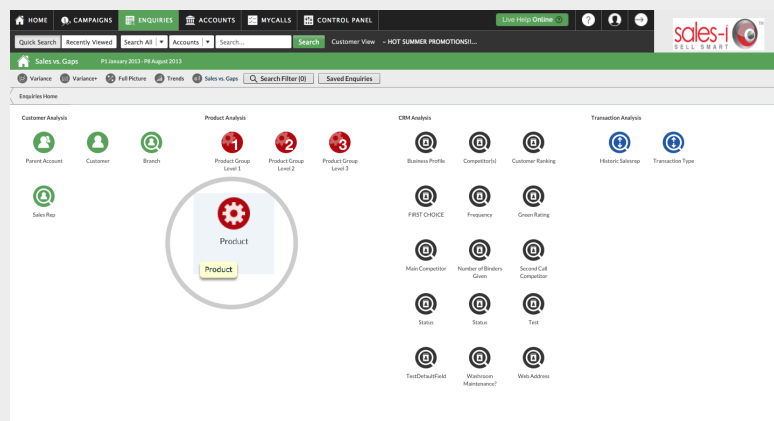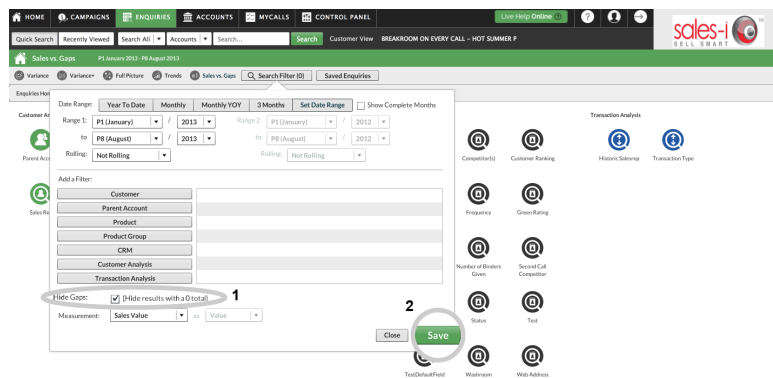
05

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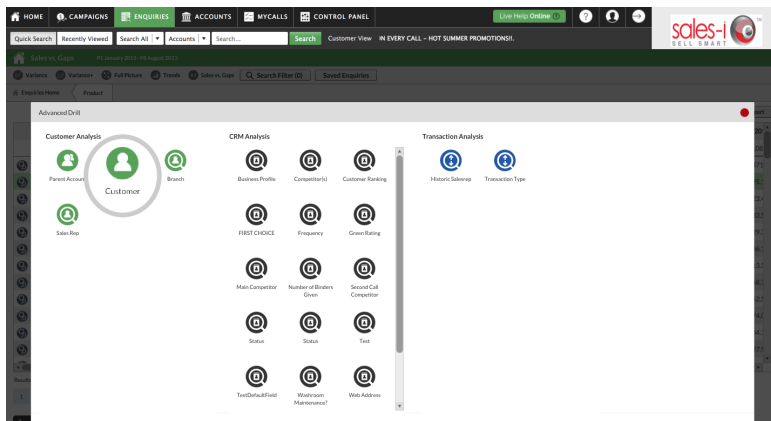
To do this click the **drill icon** on the product line.

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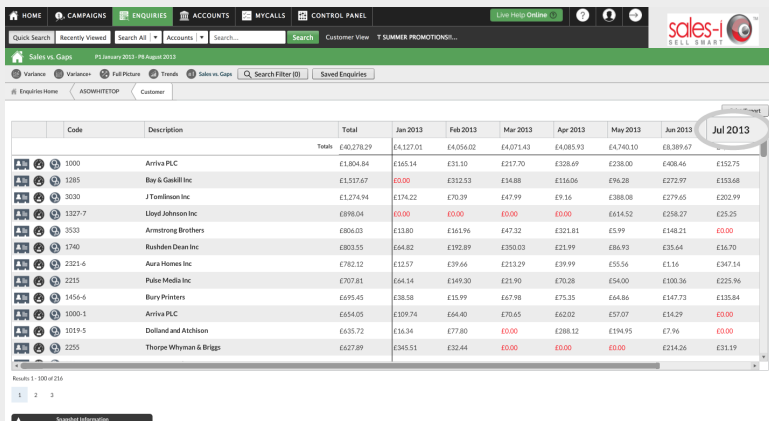
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https://support.sales-i.com