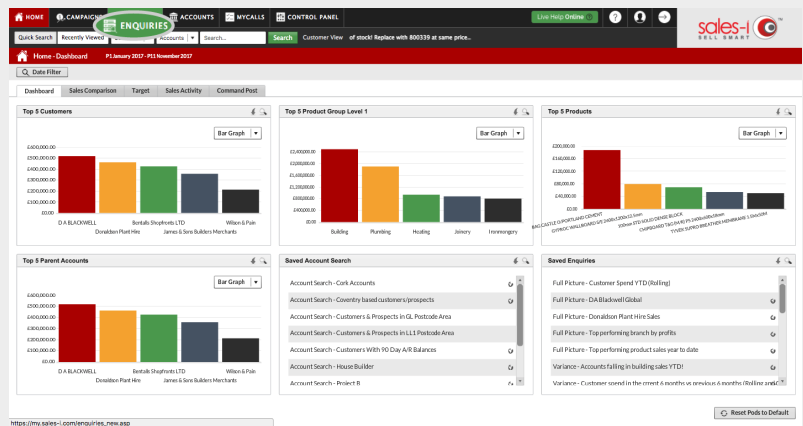


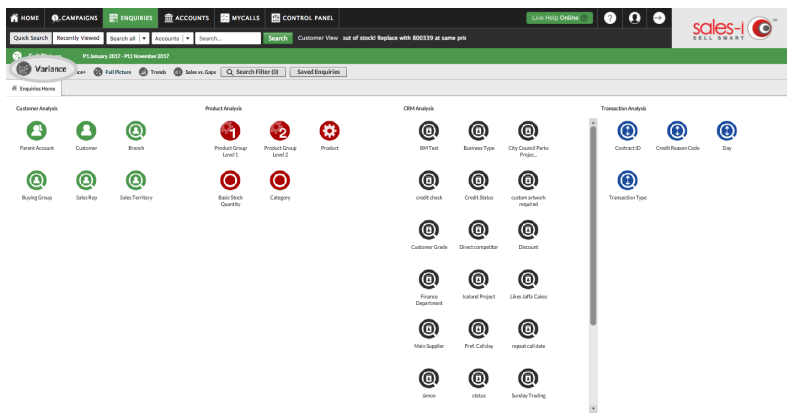
# HOW TO DISCOVER WHICH OF YOUR CUSTOMERS ARE SPENDING LESS

The Variance Enquiry within sales-i allows you to compare sales over two different date ranges to find any rise or fall in spend. This guide will show you how to use this enquiry to see a list of customers who are spending less with you allowing you to protect and improve your sales growth.

## 01 Click Enquiries.



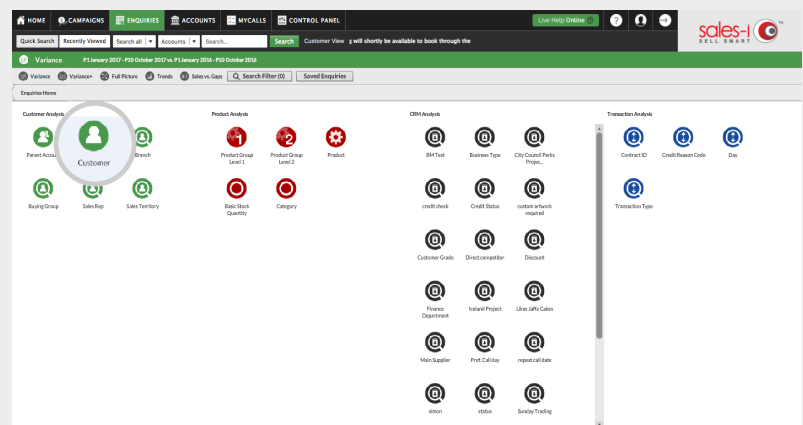
## 02 Click Variance.



## 03 Click on the Customer bubble to view a list of your Customers.

**Please Note:** Customer bubble shows spend for sub-accounts.

Alternatively, you can use the **Parent Account** bubble to roll-up spend for all of the sub-accounts that are associated into one parent account.



Code	Description	Variance	1/2017-10/2017	1/2016-10/2016
000741	D & B LARWELL 57 GREEN LANE, PRESTATYN, DENBIGHSHIRE, LL19 7BH	▼	£317,896.36	£520,656.94
000567	AKA CONSTRUCTION 85 WIGAN ROAD, EASTON, CHORLEY, LANCs, PR3 6JU	▼	£195,212.67	£326,157.57
000587	MIRIE EDWARDS 53 PARK STREET, WALLASEY, WIRRAL, CH44 1AT	▼	£70,727.56	£6,779.17
000722	PRIMROSE CONSTRUCTION CONTRACTS 118 WYNDYBACH, CHANDON, WIRSWAM, LL34 2SU	▼	£61,970.95	£139,994.19
000488	CEFCO EUROPE LTD 10 COLINDALE AVENUE, COLINDALE, WINDHAM, LL11 8HF	▼	£51,796.53	£50,451.25
001772	BRADSHAW SHEET METAL LTD ARTHOIC, FARBOURNE, GWYNEDD, LL39 1BX	▼	£47,719.13	£57,697.71
000819	Methu Hardware PERSY FOSSEL, FRISCH, NR DENBIGH, CLWYD	▼	£34,862.54	£30,456.07
001019	KEVIN PATRICK BOOTH ULAC, COTTAGE, PRESSGREEN, NR WHITCHURCH	▼	£34,460.56	£64,506.69
001954	A Broomfield COMMERCIAL SERVICES LTD 119 PLUS EDWARDS, TYWYN, GWYNEDD, LL36 0DA	▼	£33,932.64	£4,672.52
000173	Wilson & Paine LUNYDORF, TREFIS, ESCLE, LLANRHYDDYDD, TYNYSMON, LL71 3BD	▼	£31,471.17	£200,267.00
001885	DENNIS CARR DELFRYN, LLYN Y PANDY, PRANTYMYN, MOLD, CH7 5JF	▼	£29,911.66	£10,000.23

04 sales-i will default to show your biggest shrinking customer first.

You can now see your customers spend for the current YTD vs the PYTD and the variance between those two figures.

These are your customers that are spending less year on year.

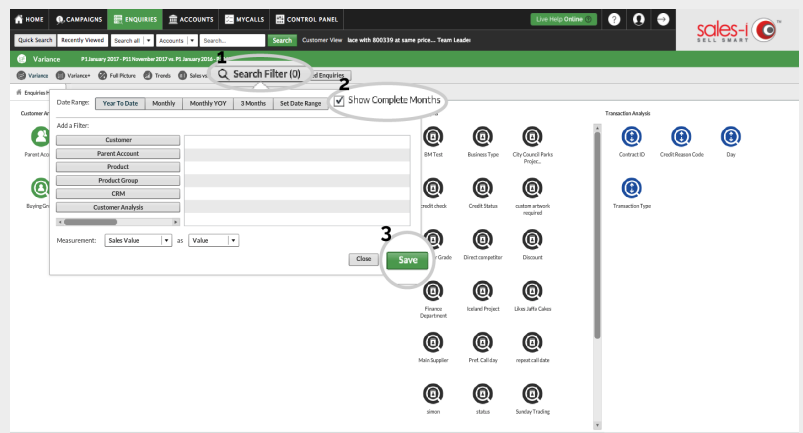
**Please Note:** You can click on any of the table headers to sort them in alphabetical, ascending or descending order.

## TOP TIP: COMPLETE MONTHS

The default date range selected includes the current month, meaning you are comparing an incomplete month this year against a complete month last year.

You may want to even out the comparison and tell sales-i to only compare complete months.

To do so, click **Search Filter** to view the available date ranges. Check **Show Complete Months** and click **Save**.



## 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>