

# How to use sales out on promotions

This guide shows you, how to use the fields expected sales out and sales out when creating or editing promotions.

*This guide is only of relevance if you have the promotion module in effectmanager.*



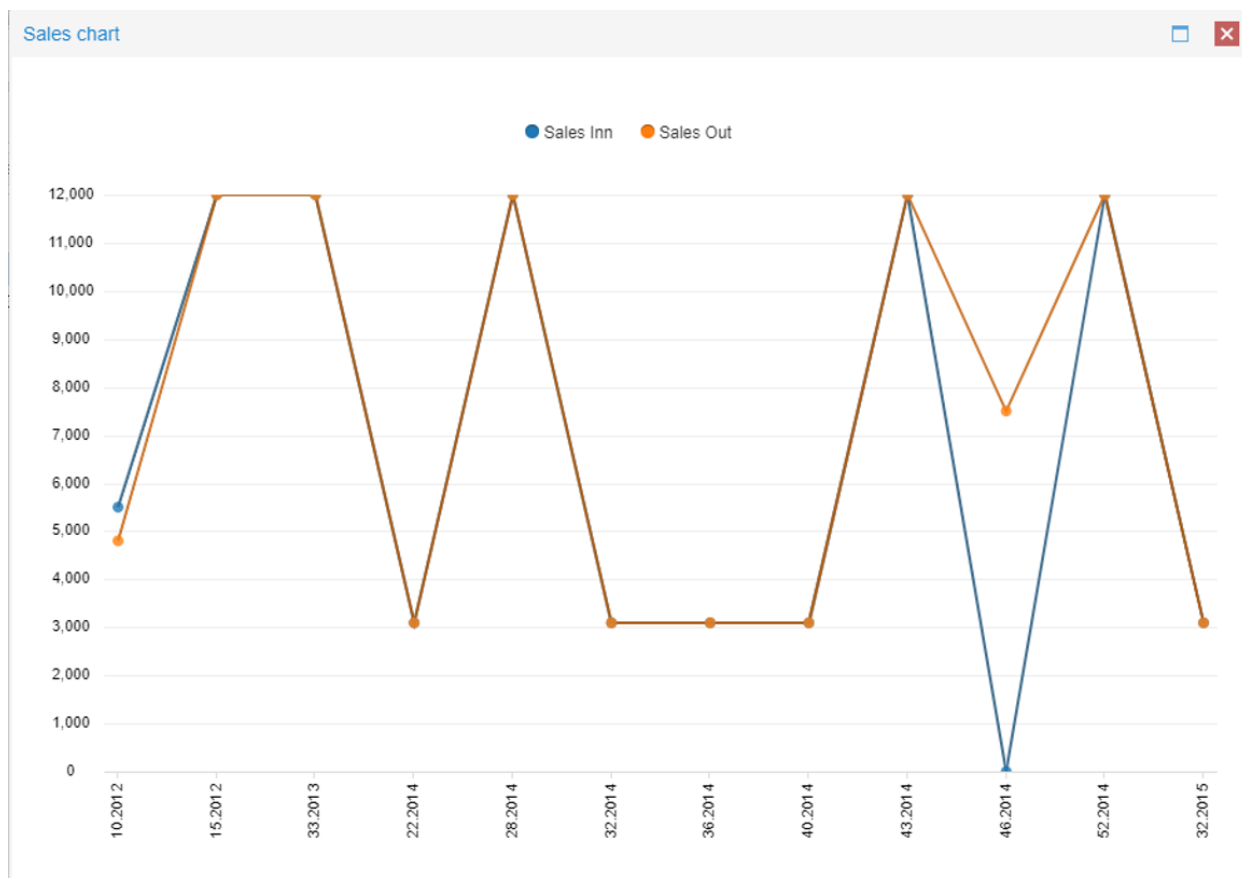
Adding Sales out to your promotions, at the different stages is a good way to keep track of the expected volumes for a promotion. These volumes can be a great guide for the Key Account Manager when planning promotions.

**The Sales chart** can be used to provide you with historic sales charts to better input your volumes when creating or editing a promotion. The Sales Chart shows both Sales Inn and Sales Out volumes in Sales Units. To see the Sales Chart, select the product and press *Sales Chart*.

Promotion editor < Photo General Promotion progress list Conflicting promotions Support **Products** Finance >

Select all | Add | Remove | Unit | Get latest prices | Get sales figures | Get trade terms | Calculate Sales | **Sales chart**

Name	Unit type	Internal No.	Baseline	Sales Inn	Category	EAN	Measure
<input checked="" type="checkbox"/> Cherry & Pomegranate 0,33l		556987	1,451	10,000	Coconut water	7310350117215	Milliliters
<input checked="" type="checkbox"/> Cherry & Pomegranate 0,33l	Consumer unit	556987	1,451	10,000	Coconut water	7310350117215	Milliliters
<input type="checkbox"/> Cherry & Pomegranate 1,5l	Consumer unit	432198	1,408	11,540	Coconut water	5700417991254	Milliliters



## Sales Out # Sales Out Expected

For further explanation of the two Sales Out fields in effectmanager, please see the paragraphs [The field Sales Out](#) and [The field Sales out Expected](#).

### Sales Out

- Used for expected Sales out.
- Will be used for KPI calculations
- Will be overwriting by Actual Sales out in Completed Stage.
- Will be visible on Customer Reports (Result and Proposal).

### Sales Out Expected

- Used as internal information field.
- Will NOT be used for any calculations.
- Will NOT be overwriting in the different stages.
- Will NOT be visible on Customer Reports (Result and Proposal).

## The Field Sales Out

When creating a promotion, the field *Sales Out* is used to input the expected volumes from promotion sales.

If you copy an existing promotion, your Sales Out is also copied. This way, your expected sales out for the new promotion, is based on volumes from a previous promotion.

Create a promotion
✕

**Wizard**
Step 3 of 3

Select all

Name	Sales Inn	Sales Out	End of period discount	Returned amounts	Sales Out delivery two	Sales Out expected
<div style="margin-left: 5px;"> <input type="checkbox"/> Orange &amp; Mango Energy 0,2l                             <div style="margin-left: 10px;"> <input type="button" value="Previous"/> <input type="button" value="Next"/> <input type="button" value="Save"/> <input type="button" value="Cancel"/> </div> </div>						

**The field Sales out** will be overwritten with the Actual Sales out from your customer POS data, when a promotion is changed to the completed stage.

*If you are looking for a guide, with an explanation of the different promotion stages, please see our guide [How to use Promotion Stages correct.](#)*

**The field sales out is used for KPI calculations.** Subsidies such as Unit Cost and % Cost will be calculated based on the field Sales out if this is selected in the Promotion Editors General tab.

*If you are looking for a guide, that explains how KPI calculations for Sales out subsidies are calculated, please see our guide [KPI Calculations - Sales out](#)*

Sales out from the stages Planned and Confirmed will be shown on the Customer Reports Proposal and Result in the column *Conf. sales out (pcs.)*.

Sales out from the stage Completed will be shown on the Customer Reports Proposal and Result in the column *Actual sales out (pcs.)*.

If you need to do, any further analysis of your promotions, we recommend using your access to the Promotion Cube in Excel. The field sales out will be visible in the Promotion Cube Key figure Campaign Sales Volume.

## The field Sales Out Expected

When creating a promotion the field *Sales Out Expected* is used to input the Key Account Managers expected volumes for the promotion.

**This field is only for your internal information** and will not be overwritten by the Actual Sales out but will be visible on the promotion regardless of the stage.

We recommend also using this field if you need to compare Sales out and expected sales out in the completed stage. This field is also visible as a Key Figure in the Promotion Cube. Sales Out Expected will not be shown on the Customer Reports Proposal or Result.

Create a promotion
✕

### Wizard

Step 3 of 3

Select all
Add ▾
Remove
Unit ▾
Calculate Sales ▾
Sales chart

Name	Sales Inn	Sales Out	End of period discount	Returned amounts	Sales Out delivery two	Sales Out expected
<span>&gt;</span> <input type="checkbox"/> Orange & Mango Energy 0,2l						

Previous
Next
Save
Cancel