

Sales Tracking & Reporting

Consumer Electronics & Appliances

Document type: Plan / SOP / strategy / guide · Generated 15 Oct 2026

This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Designs a sales tracking and reporting system — sales by category/brand/model, margin, attach and extended-warranty rate, finance/exchange mix, and salesperson performance — so you manage the store by numbers and grow the high-margin mix. Use it to build reporting. For the P&L use the Store P&L Modeller.

Purpose of this tool & output

Track sales, margin, attach and finance mix

How the output is used

Use it to track sales, margin, attach and finance mix — a reporting routine that shows what really drives the profit.

Important cautions

Track attach rate, extended-warranty and finance penetration and category margin closely — since product margins are thin, these high-margin add-ons determine profitability. Manage the mix, not just top-line sales.

Companion documents

- Showroom Selling Playbook
- Demo & Experience Zone
- Consultative Selling & Objection Handling
- EMI / Consumer Finance Desk
- Exchange Offer Selling
- Anti-Showrooming Strategy

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.