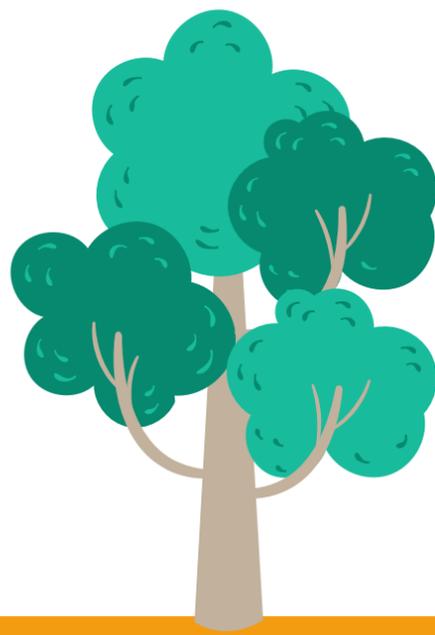


The Waiting Line

More than **64% of online consumers** wait for an item to go on sale before ever buying it—but what happens if they're stuck waiting so long they lose interest in your product?

By offering seasonal sales, you can capture more buyers and prevent customers from having to look for an alternative product.



Let's break down exactly how the frequency of your sales makes all the difference for **your customers and your bottom line**:



Every month, **30 customers are added to the line**, hoping to buy your product but wishing it was \$100 less.

Let's say your product is priced at \$300. **For 1 out of 6 shoppers**, that number is just out of reach... but they could afford \$200.



By running a sale every quarter, you're able to capture **90 additional shoppers** who were waiting for a price drop.

With just four sales a year, you're looking at an **additional \$72,000 in bonus yearly revenue**.

What do those 90 extra sales mean for your business? Even with a discount, you've **just netted an \$18,000 increase in revenue every quarter**.



READY TO CAPTURE SOME EXTRA REVENUE?

All that's left for your team is to pick when you'll run sales and get started.



NEED SOME HELP TO GET YOUR PROMOTION UP AND RUNNING?

[Sitewide Sales](#) is a complete sales automation plugin brought to you by the creators of Paid Memberships Pro, Stranger Studios. It's the fastest way to set up a Black Friday, Cyber Monday or any Flash Sale event on your PMPPro, EDD, or WooCommerce site.