

Sales Calendar Guide

Date Updated: 9/10/24

Create a Sale

Go to the **Calendar** tab on the left side of the Seller Admin.

Click **“Add event”** in the top right corner of the calendar.

The screenshot displays the JANE Seller Admin interface. On the left is a navigation sidebar with icons and labels for DASHBOARD, PRODUCTS, ORDERS, CALENDAR (highlighted in red), REVIEWS, PAYOUTS, and REPORTS. The main content area is titled "Sales Calendar" and includes a search bar, a "Send Us Your Feedback" link, and a user profile icon. Below the title is a descriptive paragraph: "The Sales Calendar allows you to create sales events throughout the year. You can add store-wide promotions or fine-tune your product selection using subcategories and/or specific products. If multiple events apply to a product, we will apply the promotion with the biggest discount." The calendar itself is for November 2024, showing a grid of dates from 27 to 30. Navigation controls include a left arrow, "Today", a right arrow, "Month view" with a dropdown arrow, and a red "Add event" button.

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Create a Sale

1 Promotion Details

Promotion Name (i) Is Active?

Start Date: 09/10/2024 (calendar icon) End Date: 10/09/2024 (calendar icon) Internal Description (i)

Type of Discount: **PERCENTAGE** | FIXED AMOUNT Discount Value: 0 %

Products to Include: **ALL** | SPECIFIC All: Includes all current and future products for the duration of the promotion. Specific: Limited to specific products and/or sub-categories you define.

Cancel **Save**

Promotion Name: Enter a name for internal use to help identify the promotion, especially on the Calendar. This will help distinguish it from other events.

Is Active: Indicate whether the promotion is currently active.

Start Date: Specify the date and time when the sale begins, starting at 12 AM PT.

End Date: Specify the date and time when the sale ends, concluding at 11:59 PM PT.

Internal Description (Optional): Provide any additional notes or tracking information for your internal reference. This field is for your use only.

Create a Sale

1 Promotion Details

Promotion Name (i) Is Active?

Start Date: 09/10/2024 (calendar icon) End Date: 10/09/2024 (calendar icon) Internal Description (i)

Type of Discount: **PERCENTAGE** | FIXED AMOUNT Discount Value: 0 %

Products to Include: **ALL** | SPECIFIC

All: Includes all current and future products for the duration of the promotion.
Specific: Limited to specific products and/or sub-categories you define.

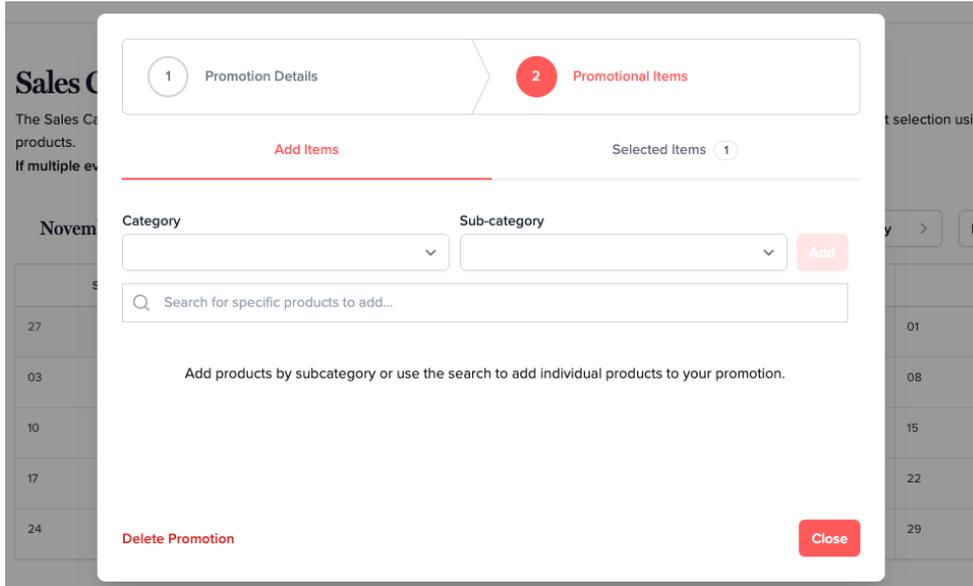
Cancel **Save**

Type of Discount: Indicate whether the sale offers a percentage off or a fixed amount off.

Products to Include: Choose **ALL** to apply the promotion to all current and future products during the promotion period or select **SPECIFIC** to apply it only to specific products or sub-categories you define.

After entering all the information, click “Next.”

Create a Sale



To add items, choose a **Category** or **Sub-category** from the dropdown menu, or search for a **specific product** using the search bar.

Click **“Add”** next to the Sub-category or individual product you want to include in the sale.

Once products are added, they will appear in the **“Selected Items”** section.

Click **“Close”** to save the promotion.

Note: If multiple promotions apply to a product, the promotion with the highest discount will take precedence.

View Created Sales

Sales Calendar

The Sales Calendar allows you to create sales events throughout the year. You can add store-wide promotions or fine-tune your product selection using subcategories and/or specific products.

If multiple events apply to a product, we will apply the promotion with the biggest discount.

November 2024

< Today > | Month view ▾ | Add event

Sun	Mon	Tue	Wed	Thu	Fri	Sat
27	28	29	30	31	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28 Holiday Promotion	29 Holiday Promotion	30 Holiday Promotion

Created sales will be shown on the Sales Calendar under the Promotion Name you've assigned.

You can click on the promotion name to make any necessary changes before the sale goes live.

Things to note:

- **Promotional Lengths:** We'll be setting guidelines on the maximum number of days a promotional or shop sale can run.
- **Distinction Between Shop and Individual Product Sales:** We'll provide clearer instructions on how to run sales for your entire shop versus individual products.
- **Inventory Restrictions:** Soon, you'll have the option to limit the amount of inventory included in a sale.