



80/20 SALES TRACKER

Workbook

Identify your top-performing products and services so that you can focus on what really works.



How To Use This Workbook

You don't need complicated software to find out what's really selling in your pharmacy. Use this simple workbook to track your sales and spot the 20% of products and services that drive 80% of your revenue.

Tools You'll Need:

- Your last 3 months' sales reports
- A pen or this digital worksheet
- 20 minutes of focus



Top Selling Products

Rank	Product Name	Units Sold (Last 3 Months)	Total Sales Value	Repeat Purchases (Yes/No)
1				
2				
3				

Tip:

Look for products with high repeat purchases - these are gold!

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Vaccinations/Injections

Preventative shots for better health



Chronic Care Reviews

Regular assessment for long-term conditions



Health Checks

Monitoring vital signs for well-being



Delivery Services

Medicine delivered to your door



Medication Counselling

Guidance on prescriptions and usage



Top Selling Services

Rank	Service Name	No. Of Customers (Last 3 Months)	Total Revenue	Popular Times
1				
2				
3				

Tip:

Notice which services people ask for most. Can you promote them more?

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Your 20% Focus List

Priority	Product/Service Name	Action Plan (Promote, Upskill Staff, Bundle, Discount)
1		
2		
3		

QUICK WIN IDEAS

Checklist

Make your way through each section, and tick the checkbox for each statement once the task has been completed.

- ☐ Add a simple 'Best Seller' sign or eye-catching label next to your top products.
- ☐ Run a weekend offer on your best-selling service
- ☐ Train your staff on how to upsell these top 3 products
- ☐ Post about your best sellers on social media
- ☐ Bundle your products with a related add-on

Remember, it's not about doing everything. It's more about doing what works.