

Your Peak Sales Tech Checklist

Make sure your team is prepared for peak traffic with this handy checklist.

Infrastructure and Performance

- Load and stress testing:** Simulate traffic surges to identify bottlenecks and maintain speed.
- CDN and API configuration:** Configure your CDN to reduce latency.
- Automatic server scaling:** Prevent downtimes and slowdowns.

Security and Compliance

- Security audits:** Conduct regular audits for ongoing protection.
- DDoS protection:** Safeguard against fake traffic surges.
- Data compliance:** Ensure data handling meets the required privacy standards.

Inventory and Order Management

- DOM:** Integrate warehouses to maintain smooth fulfillment.
- Live inventory tracking:** Use real-time updates to prevent stockouts across all channels.

User Experience and Checkout

- Streamlined checkout:** Refine checkout processes for a seamless customer experience.
- Personalization for eCommerce:** Use tailored recommendations to boost conversions.

Strategic Promotions and Conversion Tools

- Countdown timers and urgency cues:** Drive faster purchase decisions.
- Smart discount logic:** Apply targeted discounts based on margins and inventory.

Payments and PIM Integration

- Optimize payments:** Integrate your customer's preferred payment methods
- PIM system sync:** Keep product details updated across channels.

Monitoring and Support

- Real-time KPI tracking:** Monitor KPIs like conversion rate to quickly resolve issues.
- Customer support:** Prepare support channels for increased inquiries.
- Collaborate with your eCom software host:** Keep an open line of communication for added support.

Post-Sale Analysis and Continuous Improvement

- Data review:** Analyze post-event data to identify strengths and improvement areas.
- Documentation:** Document insights to refine future sales events.

Peak sales are the backbone of a sport club's eCom strategy. Learn how FC Bayern München [handles them](#).