

Put a product on sale

Give one product a sale price so shoppers see the lower price, and show the regular price beside it if your store allows.

Add-on [Online store](#)

A sale price lets one product sell for less without losing its regular price. Switch it on when the sale starts and off when it ends.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Steps

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Catalog**.
3. Click **Product Catalog**.
4. Find the product that's going on sale and click it.
5. In the pricing area, turn on **Sale Price**.
6. Type the sale price.
7. Click **Save**.

The product page shows the sale price, and your product gallery notes it too. To end the sale, open the product again, turn **Sale Price** off and click **Save**.

Sale prices work for physical products, digital products and services.

If your store shows [Manage Store](#)

Some stores have a different set of store settings. If you see **Manage Store** under **Store**, the steps are these:

1. Click **Store**, then **Manage Store**.
2. Click **Catalog**, then **Products**.
3. Next to the product, click **Edit Product**.
4. Click the down arrow next to **Price**. Type your regular price in **Compare to**, and keep the lower price as the price.
5. Click **Save**.

Shoppers see the regular price crossed out beside the lower one. To choose where it shows, what it is called (for example "was") and whether the saving appears as a percentage or an amount, open **Settings**, then **General**, then **Cart & Checkout**, and scroll to **Compare to price**.

Tips

- Check the product page on your phone after you save. That is how most shoppers will see it.
- You may notice a **Lowest price history** option. Once a product is on sale, this option shows its lowest price over the past 30 days beside the price. Switching it on for one product switches it on for all your products that are on sale.
- Want a sale that starts and stops on its own, or covers a whole category? Read [Schedule a sale](#).
- Want a code customers type at checkout instead? See [Create a coupon code](#).

Need a hand?

Email hello@zossoz.com with the product and the sale price, and we'll set it up. It counts as one of your small changes for the month. If your site doesn't have an online store yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve.

Related guides: [Schedule a sale](#) · [Create a coupon code](#) · [Add a product](#) · [Edit many products at once](#) · [Offer a price break for buying more](#)

More guides: [the Zossoz Help Center](#) · [Questions? Email \[hello@zossoz.com\]\(mailto:hello@zossoz.com\)](#)