Front-End Overhaul’s Christmas Sales Worksheet

The day of the week that Christmas was on: ________________________________________________

The weather the week of Christmas was: _________________________________________________

I could have used more staff on the floor (circle):

Busiest days for prescription deliveries were: _______________________________________________

Busiest days in the pharmacy were: ______________________________________________________

Busiest days in the front-end were: ______________________________________________________

Drive-up window was busiest on: ________________________________________________________

Parking for customers was limited on: ____________________________________________________

Items that competitors featured in a sales event were: _______________________________________

The date Christmas merchandise was first displayed on the shelf was: ________________________

First sign of Christmas sales was on: _____________________________________________________

Two of my best end-caps featured: ______________________________________________________

Items that sold the best on either drop off, pick-up and front counter were: _________________

Circle the holiday cards you need to order more of next year. Draw a line through the ones you need less of.
Happy Holidays | Merry Christmas | Hanukkah | Money Card Holder | Religious | Funny | Dad | Mom | Wife | Husband | Son | Daughter | Parents | Grandson | Granddaughter | Grandparents | Grandfather | Grandmother | Teacher | Clergy | Friend | Service provider | Other: ________________________________
_____________________________________________________________________________________

Cards that did not sell were (circled): inventoried and returned | inventoried and stored

A list of returned greeting cards (or stored ones) can be found: ______________________________

Best-selling bag candy was: ______________________________________________________________

Best-selling candy brand was (circle): Hershey’s | Mars | Russell Stover | Whitman’s | Palmer | Sugar-Free

Other: ______________________________________________________________________________

Need more or less single-serve holiday novelty candy. ________________________________
Next year, I will not buy or at least buy less of: _________________________________________________
________________________________________________________________________________________

I listened to Gabe and did not discount candy until after the holiday: Yes | No, I panicked

Candy inventory was taken on (date & time): _________________________________________________

OTC Items that sold well: Immune Boosters | Lozenges | Flu relief | Cough Relief | Cold Relief | Facial Tissue | Humidifiers | Vaporizers | Thermometers | Natural Products | Lip Balm | Other: ____________
________________________________________________________________________________________

The bestselling stocking stuffers were: _____________________________
________________________________________________________________________________________

Customers asked for: _________________________________________________________________
________________________________________________________________________________________

Category I need to buy more of:
Candles | Essential oils | Gifts for men | Gifts for women | Gifts for Baby | Gifts for the home | Toys | Batteries | Boxed Chocolates | Bagged candy | Cough and cold OTC | All-Natural | Other: ____________

Need to discount the following: ____________________________________________________________
________________________________________________________________________________________

Successful marketing: In-store Signs | Sales Flyers | Radio | Newspaper | Facebook | Website | Other

Marketing Notes: ________________________________________________________________
________________________________________________________________________________________

The most viewed video in our digital media was: _____________________________________________

Next year, I will use Twitter | Instagram | Facebook | Website | Pinterest to promote the holiday season.

Photos of end-caps and displays can be found: _____________________________________________

Other Holiday merchandise (Hanukkah, Kwanza, Chinese New Year) notes: _____________________
________________________________________________________________________________________

Miscellaneous notes: _________________________________________________________________
________________________________________________________________________________________