

Date: _____

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):

Dec 16. | Dec 17. | Dec 18. | Dec 19 | Dec 20 | Dec 21 | Dec 22 | Dec 23 | Dec 24 | Dec 26

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. _____

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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: _____