Front-End Overhaul's Valentine's Day Sales Worksheet

The date, and day of the week that Valentine’s Day was on: ________________________________

Road conditions/weather prior to Valentine’s Day: ________________________________________

First sign of Valentines sales was on: ___________________________________________________

Sales flyers/circular ads that we had to compete with: ____________________________________

The most advertised item that competition promoted was: _________________________________

The busiest day was: __________________________________________________________________

I placed a sign promoting Valentine's Day in or near the drive-up window: Yes | Next year

Need to bring in more staff on these days: ______________________________________________

Next year I need to merchandise Valentine’s product on the shelves: Earlier | Later | or on __________

Placed shopping handbaskets near end-caps and seasonal isle: Yes | Next year

Best-selling Valentine card category was: ________________________________________________

Circle the type of card(s) you need more of next year:
For: | Wife | Husband | Mother | Mom | Father | Dad | Daughter | Son | Nephew | Niece | Funny | Romantic Interest | Everyone | Child | Other: ________________________________

Circle the type of card(s) you need less of next year:
For: | Wife | Husband | Mother | Mom | Father | Dad | Daughter | Son | Nephew | Niece | Funny | Romantic Interest | Everyone | Child | Other: ________________________________

Best-selling price point for greeting cards was: $1 | $1.99 to $2.99 | $3.49 to $4.99 | $5 and up

Children's Boxed greeting cards sales were Up or Down this year. (CIRCLE ONE).

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

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

Next year I will or will not offer a free stamp with the purchase of a Valentine's card (CIRCLE ONE).

I cross merchandised candy in the greeting card racks: Yes | Next Year

Best selling candy category:
Heart-shaped box chocolates | Traditional box chocolates | Single-Serve | Bag Candy

Best size and type of boxed candy: __________________________________________________________

Best size and type of bagged candy: _______________________________________________________

Best-selling single-serve candy: __________________________________________________________

Best selling size and flavor Hershey Kisses: ________________________________________________

Merchandised a clip strip of toothbrushes near the Valentine candy: Yes | No

I did not discount candy until after Valentine: Yes | No, I panicked

Items that sold as gifts were:
Body & Bath products | Essential Oils | Diffusers | Teas | Candles | Skin Care | Lip Balm | Fragrances | Other: __________________________________________________________________________________

Created an End-cap promoting Heart Health: Yes | Maybe Next year

Valentine products were completely taken off our shelves and inventoried on (date): ______________

I wish I had bought more: __________________________________________________________________

Never again will I buy: _____________________________________________________________________

Needed to discount the following: __________________________________________________________

Customers asked for: _____________________________________________________________________

Best selling gifts for Valentine’s Day were: ___________________________________________________

Best selling toys for Valentine's Day were: _________________________________________________

Placed red bows on Rollators, Walkers, Canes, and lift chairs: Yes | Next Year

Successful marketing: in-store signs | sales fliers | radio | newspaper | Facebook | website | other

Next year I will use Twitter | Instagram | Facebook | website | Pinterest to promote Valentine’s Day

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

Notes: __________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________
_______________________________________________________________________________________