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: _____

_____

_____

_____