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: _______________________________________________________________

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 | Romantic | 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 (circle): 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** | **Warmies®** | **Natural Products** | **Lip Balm** | **Other:** ____________

The bestselling **stocking stuffers** were: ____________________________________________________

Customers asked for: ___________________________________________________________________

Category 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** | **Other:** __________________

**Need to discount** the following: _______________________________________________________

Purchased from **frontendmarketplace.com**: ________________________________________________

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

**Marketing Notes:** __________________________________________________________________

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: __________________________