

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: _____

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: _____
