

Date: \_\_\_\_\_

## Front-End Overhaul's Father's Day Sales Worksheet

Date of Father's Day: \_\_\_\_\_

Saw first sign of Father's Day sales on: \_\_\_\_\_

Sales flyers/ circulars ads that we had to compete with: \_\_\_\_\_

\_\_\_\_\_

Busiest day(s): \_\_\_\_\_

Best-selling greeting card category was: \_\_\_\_\_

Circle the type of card(s) to order more of next year:

**Dad | Father | Husband | Father | Step Dad | Grandfather | Like a Dad to me | Funny  
Father-in-law | Stepfather | Religious | From your son | From your daughter | from both of us**

Circle the type of card(s) to order less of next year:

**Dad | Father | Husband | Father | Step Dad | Grandfather | Like a Dad to me | Funny  
Father-in-law | Stepfather | Religious | From your son | From your daughter | from both of us**

Retail value of unsold Father's Day cards: \_\_\_\_\_

Gross sales for Father's Day cards \_\_\_\_\_

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

A list of returned greeting cards (or stored) can be found: \_\_\_\_\_

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

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

Next year I will display 1-pound boxed chocolates in greeting card racks: **YES | NO**

Best-selling box candy size: **1 lb. | 2 lb. | 36 oz. | 2 oz. | 1.75 oz. sampler**

Competition's advertised price: **1-lb. chocolates** \_\_\_\_\_ **2-lb. chocolates:** \_\_\_\_\_

Date Father's Day wrapping was removed from boxed chocolates: \_\_\_\_\_

Number of boxed chocolates going out of date **within 40 days:** \_\_\_\_\_

I **did not discount candy** until after Father's Day: **Yes | No, I panicked**

Gift and candy inventory were taken on (date & time): \_\_\_\_\_

I put "Father Day Gift Ideas" signs on: **Mugs | socks | Men's Cologne | Smart Phone accessories | Wallets | Sunglasses | Reading Glasses | Multi Vitamin | Healthy Snacks | Compression Socks | Natural Skincare**

**Top selling** gifts were: \_\_\_\_\_

I wish I had **bought more**: \_\_\_\_\_

**Never again** will I buy: \_\_\_\_\_

Need to discount the following: \_\_\_\_\_

Customers were looking for: **General Sports | Hunting | Fishing | Golf | Biking** gift themes.

Customers asked for: \_\_\_\_\_

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

Next year I will use **Twitter | Instagram | Facebook | website | Pinterest** to promote Mother's Day.

Photos of end-caps & displays can be found: \_\_\_\_\_

Here is a list of gifts that have **not sold in the last two** Father's day seasons and I will either donate or recycle: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**General Notes for Next Year:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_