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Number of boxed chocolates going out of date within 40 days: ______________________________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: ____________________________________________________________________

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________________________________________________________________________________________