

Date: _____

Front-End Overhaul's Mother's Day Sales Worksheet

Date of Mother's Day: _____

Saw first sign of Mother's Day sales on: _____

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

Road conditions/weather prior to Mother's Day: _____

Busiest day(s): _____ Need more staff on this day: _____

Best-selling greeting card category was: _____

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

**Mom | Mother | Wife | Sister | Daughter | Grandmother | Godmother | Great-grandmother |
Mother-in-law | Stepmother | Religious | From your son | From your daughter | From both of us**

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

**Mom | Mother | Wife | Sister | Daughter | Grandmother | Godmother | Great-grandmother |
Mother-in-law | Stepmother | Religious | From your son | From your daughter | From both of us**

Retail Value of unsold Mother's Day cards: _____

Gross sales for Mother'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 Mother'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 Mother'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Number of boxed chocolates going out of date **within 40 days:** _____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 Mother's Day: **Yes | No, I panicked**

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

Promoted items from www.frontendmarketplace.com: **Yes | Next year**

Top selling gifts were: _____

I wish I had **bought more**: _____

Never again will I buy: _____

Need to **discount** the following: _____

Customers were asking for: _____

Will bring in or add more: **Earrings/Jewelry | Skincare | Essential Oils | Compression Stockings | other**

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** Mother's day seasons and I will either donate or recycle: _____

General Notes for Next Year: _____
