Front-End Overhaul’s Valentine’s Day Sales Worksheet

Date of Valentine’s: ______________________________

Road conditions/weather prior to Valentine’s day: __________________________________________________

First sign of Valentines sales was on: ________________________________________________________________

Sales flyers/circular ads that we had to compete with: ________________________________________________

The busiest day was: ____________________________________________________________________________

Need to bring in more staff on these days: __________________________________________________________________

Next year I need to merchandise Valentine’s product on the shelves: Earlier | Later | or on __________

Best-selling greeting card category was: ______________________________________________________________

Circle the type of card(s) you need more of next year:
For: | Wife | Husband | Mother | Mom | Father | Dad | Daughter | Son | Nephew | Niece |
    | Funny | Romantic Interest | Everyone | Child | Other: ____________________________________________________________________________

Circle the type of card(s) you need less of next year:
For: | Wife | Husband | Mother | Mom | Father | Dad | Daughter | Son | Nephew | Niece |
    | Funny | Romantic Interest | Everyone | Child | Other: ____________________________________________________________________________

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

Children’s Boxed greeting cards sales were Up or Down this year. (CIRCLE ONE).

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

A list of the returned greeting cards (or stored ones) can be found: _________________________________

Next year I will or will not offer a free stamp with the purchase of Valentine’s card (CIRCLE ONE).

I cross merchandised candy in the greeting card racks: Yes | Next Year

Best selling candy category:
Heart-shaped box chocolates | Traditional box chocolates | Single-Serve | Bag Candy

Best size and type of boxed candy: ________________________________________________________________

Best size and type of bagged candy: ________________________________________________________________
Best-selling single-serve candy: __________________________________________________________

Best size and flavor Hershey Kisses: _____________________________________________________

Stocked ZolliPops (the Clean Teeth Pops) found at www.frontendmarketplace.com  Yes | Next year

Merchandised a clip strip of toothbrushes near the Valentine candy:  Yes | No

Inventory of Valentine candy and decorations were taken on (date and time): ____________________

I did not discount candy until after Valentine:  Yes | No, I panicked

Items that sold as gifts were:

Body & Bath products | Essential Oils | Diffusers | Teas | Candles | Skin Care | Lip Balm | Fragrances |
Other: _____________________________________________________________

Valentine products were completely taken off our shelves on (date): __________________________

I wish I had bought more: _____________________________________________________________

Never again will I buy: ________________________________________________________________

Need to discount the following: _______________________________________________________

Customers asked for: _________________________________________________________________

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

Next year I will use Twitter | Instagram | Facebook | website | Pinterest to promote Valentine’s Day

Photos of end-caps and displays can be found: ___________________________________________

Notes: ______________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________

____________________________________________________________________________________