

Date: _____

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: _____
