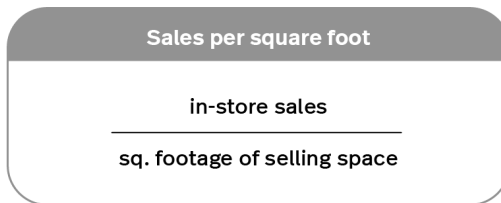


POST CONVENTION WORKSHEET AUDIT

With your new tools in hand, let's make a difference to increase foot traffic and SALES in our stores!

DATE OF INITIAL SALES AUDIT _____

Sales per Square Foot is your store's average revenue for every foot of sales space your customer has access to. Your sales per square foot tells you how efficient you are with the use of sales space, and it helps you make smarter merchandising, inventory, and sales decisions. To calculate "Sales per Square Foot:"



_____ =

2022 (total year) _____

Revisit this again in January....

2023 (year to date) _____

2023 (total year) _____

Do this exercise a few times a year and begin tracking to see if different store layouts help drive sales.

Store Layout - Choosing one of the Store Layouts we reviewed at the Convention workshop, rearrange your store.

1. Revisiting Question 7 during the workshop...How would you define your store layout in your words?

2. What store layout would you define your space AFTER the workshop? _____

3. What have you added to the store to help drive sales (displays, impulse purchase items, cross merchandising within the store)? _____

4. Think like a customer: What is your favorite store? _____

5. List Three things you like about this favorite store?

a. _____

b. _____

c. _____

6. How can you take the elements of this store and mimic the same in your space to drive sales?

Let's continue the conversation, NIFDA friends! Join the Members Only Facebook group.

Reach out to a member for advice or simply to share a success story.