

# Post-holiday Checklist



Switch back:

Holiday hours

Storefront

Website

Facebook

Instagram

Yelp

Town/Chamber of Commerce listing

Voicemail

Other: \_\_\_\_\_

Return policy

Website

Receipts

Cashwrap

Dressing Rooms

Other: \_\_\_\_\_

*Don't stress about returns—[use the opportunity to generate new sales!](#)*

Pack up and store all holiday decor

Create a fresh new year window display

Ensure seasonal staff is deactivated after final pay period

Perform a [physical inventory](#)

Look at inventory across your channels; make necessary transfers

Evaluate what you have on order and determine adjustments needed based on your Q4 performance

Reflect on the holiday season and take notes for next year; look at your data as well as anecdotal evidence

How did your point of sale perform?

What were your most shopped days? Time of day?

Did you ever feel overstaffed? Understaffed?

How well did you control the checkout line during busy times? Could you have used more mobile POSs?

Did you reach your daily sales goals? Were they too ambitious, or too generous, based on your foot traffic?



- What were your customers' shopping habits?
  - Browsers or shoppers on a mission?
  - Were they shopping for gifts or themselves?
  - Were they more interested in sale prices or were they fine with full-price?
- Which promotions drove the most foot traffic vs. highest sales?
- Were any promotions total flops?
- How did customers respond to in-store events?
- Look at your foot traffic data: What was your traffic:sale conversion rate?
- What was your website visitor:sale conversion rate?
- Which email campaigns performed best? Look at open, clickthrough, and conversion rate.
- What percentage of total sales did online orders make up?
- How much money did you collect for shipping charges vs. what you actually spent on shipping?
- How many people took advantage of buy online, pick up in store?
- How many new customers did you add to your CRM?
- Make note of any snow storms or other weather/current events that may have impacted certain days' sales.
- Create a markdown strategy: *Putting items on sale tends to be inevitable after the holidays, but a thoughtful markdown strategy will prevent your margin from taking too big of a hit.*
- Remerchandise: *This can be highly effective in giving new life to collections of products, which may prevent you from having to rely on deep discounting.*