

'Tis the Season

Holiday Planning Checklist

We know the holidays always seem to surprise us. This year make a goal to preplan and *maximize your holiday sales!* Use this handy checklist to keep you on track. Tear off and keep with your planner.

September

- Plot out holiday sales promotions
- Preplan holiday inventory needs with distributor

October

- Plan holiday staff party
- Decide on customer and employee gifts
- Order gift certificates or gift cards
- Order holiday bags and packaging products

November

- Decorate store window and displays
- Signage and staff promote holiday offer and products
- Restock gift cards/certificates/packaging for last minute sales

December

- Promote last minute stocking stuffer products
- Present holiday gifts to customers
- Enjoy the season with you team!

Need help? Call our friendly representatives to assist you in creating a successful season.

