

Retailer Re-entry Worksheet

The goals are to help you share your store's current reality more easily and plan for the future with those who can potentially offer assistance.

By sharing this information with your sales reps and suppliers, they will be able to study it and put forward meaningful ways in which they can help you accomplish your goals.

This is not a survey, nor will it be used to aggregate data. It is meant as a tool for your use and to be shared at your discretion.

All questions, of course, are optional. If you choose to share this information with ADHDA, we can look at ways to collectively support the district. This tool is also meant to guide your conversations with vendors about what they can provide to support your efforts going forward.

Retailer Re-entry Worksheet

How can your sales reps and suppliers help you?

SECTION 1 – General Information

Date:			
Name of Store:			
Contact Name:			
Address:			
City, State, Zip:			
Phone:			
E-mail:			
Normal Store Hours (days & times):			
Did the COVID-19 crisis force you to close your store's operations?	YES	NO	
If Yes, on what date?			
If No, why not? <i>(no shelter in place mandate, sell essential items, etc.):</i>			

What is your current store situation?		
Open with in-store customers	YES	NO
In-store traffic by appointment only	YES	NO
No in-store traffic, but offering curbside pick-up	YES	NO
No in-store traffic, but offering delivery or shipped products	YES	NO
Closed	YES	NO

What is your general store category? <i>(florist, gift, baby, home, kitchen, hardware, tourist, seasonal, gourmet food, bookstore, etc..)</i>	
If seasonal, what is your peak season?	
How would you describe your core customer? <i>(parents, grandparents, men, women, age range, students, tourists, etc...)</i>	
Why do customers visit your store? <i>(store located in a consumer shopping area, destination retail, attached/nearby other attraction, located in downtown or business center, other)</i>	

SECTION 2 - Activities

For the following activities, please indicate your current status and/or future plans

Activity	Utilizing	Plan to utilize	NOT planning to utilize	Not Sure
Messaging and Marketing				
Shop Local Messaging				
Cause Marketing <i>(wellness message, local support, etc.)</i>				
Blogging				
E-mail Campaigns				
Mailings <i>(flyer, etc..)</i>				
Print advertisements				
Social Media				
Other (please list):				

Promotions				
Gift with donation				
Contests				
Giveaways				
Gift with Purchase				
Full store discount				
Other (please list):				

Live Events				
Product related <i>(story time, how-to)</i>				
Fun/Social				
Craft/Cooking presentations				
Decorating tips				
Suggestions for family activities				
Other (please list):				

On-Line E-Commerce				
Own e-commerce site				
Facebook, Instagram, etc				
Amazon, Ebay, other 3rd Party				
Other (please list):				

SECTION 2 – Activities cont.

For the following activities, please indicate your current status and/or future plans

Activity	Utilizing	Plan to utilize	NOT planning to utilize	Not Sure
Streaming/Live Shopping				
Virtual In-store Shopping Experience				
Shopstreaming (live store webcam)				
Other (please list):				

Sales Programs				
Gift Baskets				
Gift Registry/wish list				
Home parties				
FB Live event, or other				
Sidewalk sale				
Gift box/Mystery box subscriptions				
Gift wrapping, gift giving options				
Personal shopping				
Lay-away				
Loyalty Programs				
Gifting Calendar Program <i>(reminders set for birthdays, etc)</i>				
Bundling with nearby retailers <i>(florists w/jewelry, games w/pizza)</i>				
Vendor drop shipping				
Gift Cards				
Other (please list):				

Product Delivery Options				
In-person walk-in business				
Curbside pick-up				
Sidewalk sales				
Direct delivery				
Delivery through partnerships with nearby retail <i>(pizza parlors, etc..)</i>				
Shipping (USPS, UPS, etc.)				
Other (please list):				

SECTION 3 - Resources

Rank your store's proficiency

(LOW = not our strong suit, HIGH = we're great)	LOW	MED	HIGH
Employee product knowledge			
Information technology ability			
E-mail marketing			
Social Media presence			
Social Media ability			
Events			
E-Commerce			

Rank these Supplier/Brand Resources by importance

(LOW = not very important, HIGH = very important)	LOW	MED	HIGH
Drop shipping			
Staff training			
Promotions			
COVID-19 related supplies for opening & operating			
Product data files			
Image library			
Social media content			
Printed catalogs			
Digital catalogs			
Free samples			
Gifts for sales clerks			

Which promotion do you prefer? Please choose ONE:

Discount	Free Freight	Free Product	Extended Terms
----------	--------------	--------------	----------------

What is an area(s) of assistance that you'd like most from your Sales Reps?

What is an area(s) of assistance that you'd like most from your Suppliers?

Would you provide a supplier with your current inventory of their product? YES NO

For the rest of 2020, how do you think you will work with Sales Reps & Suppliers		
In person appointments with Sales Reps:	YES	NO
Virtual/remote appointments with Sales Reps:	YES	NO
Attending trade shows:	YES	NO
Ordering on-line:	YES	NO
Other (please list):	YES	NO

SECTION 4 – Big Picture

Are there any major changes that you foresee in terms of the profile of your target customer?

Please list new product categories you plan to concentrate on going forward.

Are there any major changes that you foresee in terms of your product mix?

Additional Notes:

(This space is meant for you to share whatever additional ideas and/or plans you have that you'd like your sales reps and suppliers to know)