

Retail Scorecard

Scorecard	Current	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Month 13	Goal	Actual	Actual +/-
Sales Volume																	
Unit Volume																	
Distribution:																	
ACV																	
TDP																	
Promotion:																	
Effectiveness																	
Frequency																	
Pricing:																	
Average																	
VS Comp																	
% Discount																	
KPI's:																	
Top 10 Items																	

The Single Most Important Tool To Grow And Scale

Flawless Retail Execution Begins With A Solid Plan, Coordination, & Accountability



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Scorecards are powerful goal setting tools. You've probably heard that "**what gets measured gets done**". Scorecards map out objectives in bitesize manageable chunks that keep you on-track and focused. They help you achieve your goals - they can be the difference between success and failure.

Scorecards can be modified to track and measure any objective through it's completion. Use them on promotions, sales objectives, distribution goals, sales planning, inventory control, and anything that directly impacts your success.

Goals should be **S.M.A.R.T**

S Specific

Holiday Promotion Scorecard	Sell In Holiday Promotion	Get Buyer Approval	Schedule Print Media	Schedule Social Media Campaign	Order Promotion Inventory	Schedule Demo	Merchandise Endcap	Sales Goal	Actual Sales	% of Goal
Date Due	20-Sep	25-Sep	1-Oct	5-Oct	25-Oct	20-Oct	20-Dec	\$15,000		
Retailer A										
John										
Amy										
Bob										
Sue										
Retailer B										
Steve										
Jane										
Tom										
Barb										

M Measurable

A Attainable

R Realistic

T Timely

I hope you find this useful. Please feel free to contact me with questions.

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