

## Business Reviews: Tips for Success

GOAL: To reinforce the value and the sales contribution of the Avanti Press displays WHO: All Level 1's and strong customers you are trying to upgrade WHEN: January is ideal to be proactive or when something is changing at the store: redesign, bringing in a new category that might change Avantis' space HOW: The basic review can be retrieved from ABO/Useful Tools/ Business Review

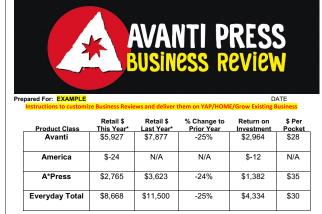


Date range can be adjusted (is 2019 a better 2 year comparison?) Pull report in PDF

## Want to make it even more substantive?

- Save the Business Review in Word
- · Add your accomplishments everything you can think of:
  - From the Customer Purchase Summary on ABO you can find out how many orders you wrote (same as how many visits you made), how many dollars Avanti awarded in credits, did you update signs or headers, Did you install new designs
- Add your goals or ideas to improve sales for 2021:
  - Move the display, do a reset, upgrade A\*Press or America to their own display, add a brand, reorder Valentines because Christmas was strong. What ever you believe will grow their sales

•When you are finished, save the document as a PDF again so you can email it after your meeting



Prepared By: Avanti Press for Feel Good Pharmacy

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 Display Type:
 192 pocket 33" spinner for Avanti (6 sq ft) and a 80 pocket 20" spinner for A\*Press (2.5 sq ft)

 Retail dollars are calculated at wholesale dollars shipped in less credits, doubled

 Retail "This Year" includes a 6 week gap in sales and shipments when Avantis Fulfillment Center was closed – Covid

 Using Last Years complete numbers:

 Avanti produces over \$1300 per square foot annually in net sales

 A'Press produces over \$1400 per square foot annually in net sales

 Notes:

 Since the beginning of 2019 Avanti has issued \$520 in credits for slower selling non seasonal cards in order to update the displays

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\*"Retail \$" are an estimate based on the last 12 months of reorders [November 2019 - October 2020] less any credits

"Return on Investment" = the retailer's retail sale less the wholesale cost

NEED HELP? Call Avanti 800.228.2684