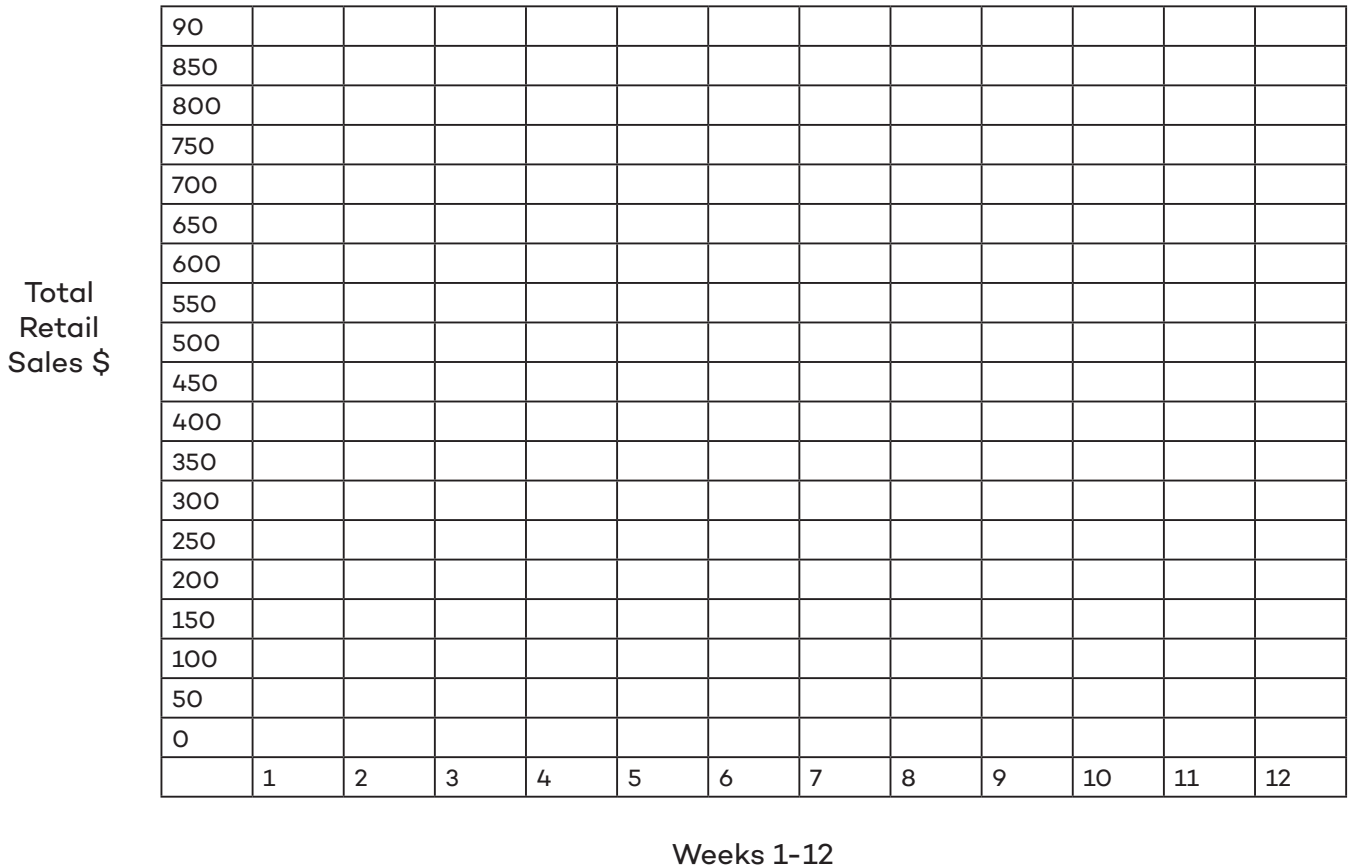


Total Retail Sales Template



This purpose of this exercise is for you to track your ‘Total retail sales’ for every week over a period of 12 weeks on the above graph.

The weeks are on the horizontal axis along the bottom numbered 1-12.

The dollar value is on the vertical axis in \$50 increments

I have taken the dollar value to a maximum of \$900. p/w I understand that there are many people who exceed that.

A graph is, ‘a picture’ showing you what the numbers are doing. And if the graph is showing results tracked over a period of time then the picture will show you the trend of what is happening.

Insert an X on the vertical line for each of the 12 weeks where the ‘week number’ and the dollar value of your sales intersect.

Repeat this exercise every week for 12 weeks. Join the ‘X’s up with a line and it will clearly show the trend.

The reason you track retail sales is that it’s an ‘indicator’ of a stylist’s ability to do effective consultations. It shows how well they educate clients. It shows what their level of product knowledge is, and it demonstrates their ability to add value by increasing the average bill.