



## NEW Visual Sales Daily Quick Checklist

Check each of the 10 points and correct any items identified.

1. All Associates are professionally dressed and wearing name tags.	Yes/No
2. Daniel's sign operating, with all light bulbs illuminated & timer set properly.	Yes/No
3. Store front is clean, free of fingerprints, swept, mopped.	Yes/No
4. Exterior lobby stand is clean & filled with current catalog.	Yes/No
5. Exterior glass windows and doors are clean.	Yes/No
6. Office area is clean with no documents visible to customers.	Yes/No
7. Carpet & tile floors are vacuumed, swept, mopped and clean.	Yes/No
8. Showcase exterior glass & mirrored surfaces are wiped clean.	Yes/No
9. Music is playing from AME and messages on hold.	Yes/No
10. We are ready to SELL and Achieve Quota!	Yes/No

Manager Signature: \_\_\_\_\_ Store #: \_\_\_\_\_ Date: \_\_\_\_\_

# Visual Sales Weekly Checklist

Planning		Showcase Setup	
Current Promotional Planner read and initialed by manager and all associates	Yes / No	Interior glass / pads / boxes clean	Yes / No
Case assignment posted with every section assigned to an associate	Yes / No	Focal area established in center of each case with pyramid format	Yes / No
Store cleaning schedule posted, assigned, and up-to-date	Yes / No	In-Case signage is placed properly and in the correct sign holder; Permanent Gold "Instant Credit" Signs are in every other case.	Yes / No
Proper signage (banners, case signs, in-case signs) and props for current promotion are properly displayed	Yes / No	Display elements and boxes are clean and in good condition	Yes / No
Store Layout		Merchandise Layout	
No visible tape or hanging balloon ribbon on the exterior or interior walls or ceilings	Yes / No	No missing pads in multi-display trays	Yes / No
Credit application holders at diamond and watch cases alternating with promotional counter signs	Yes / No	Sale / promotional merchandise is neatly tagged, with ring tags tucked into display	Yes / No
Store return policy posted at EACH POS	Yes / No	Trays are full, positioned evenly facing customer, with minimal use of ring plugs	Yes / No
Bathroom is clean	Yes / No	Merchandise in display elements is clean, polished and free of fingerprints and organized by style and look such that finding a step-up or step-down item is easy	Yes / No
Baseboards and Air Vents have been dusted clean	Yes / No	Ensemble pieces are displayed together so that matching or similar earrings, pendants, and rings can be easily found by style and price point.	Yes / No
Ring boxes stocked, organized, and labeled	Yes / No	Watches are clean and polished with batteries working and correct time set.	Yes / No
Under showcase storage area is clean and organized, with displays separated by type	Yes / No	Trio sets & wedding sets are displayed correctly with man's ring on bottom & engagement ring over wedding ring; if displayed in a box, the set should be on the left and the gents ring on the right	Yes / No
No burnt out lightbulbs or light fixtures in ceiling or cases and no BLACK ENDS on Fluorescent tubes	Yes / No	Watches are separated by brand, by sub-brand, by ladies and gents, and by collection	Yes / No
Repair area clean and organized with splash protector around ultrasound	Yes / No	Countertop Spinners are clean and full and nothing fallen to the bottom; merchandise is in correct boxes and elements.	Yes / No
Stockroom, lunch area, and appliances clean. No Open Food Of Any Kind. Backroom door closed.	Yes / No	Chains organized by color, length, then style	Yes / No
<b><u>Maintenance Issues To Report on the Help Desk:</u></b>			
<b>Notes:</b>			
<b>Date:</b>		<b>Store #:</b> _____	
<b>Conducted By:</b>			
<b>Manager / Keyholder Signature:</b>			