SMART SALES PROMOTION

WORKSHEET

|  |  |
| --- | --- |
|  | **SPECIFIC (target a specific area for improvement i.e. increase dessert sales)**  |
| S |  |
|  | **MEASURABLE (quantify or suggest a measure of success.** **This is a number (i.e. 20 per night) or a percentage increase (10% increase over last year)** |
| M |  |
|  | **ACHIEVABLE (given existing resources, is what you’re trying accomplish possible?)**  |
| A |  |
|  | **RELEVANT (to the bigger picture and the vision)** |
| R |  |
|  | **TIMEBOUND (start and end date)**  |
| T |  |

05 SMART SALES PROMOTION

WHAT ARE SOME OTHER CONSIDERATIONS WHEN CONDUCTING A SMART SALES PROM0TION

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| **Communication Touch Points** |
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| **Team Members Involved** |
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| **Action Items & Person Responsible**  |
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| **Cost of Goods (Percentage**  |
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| **Celebration/Prize** |
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| **Would you run the promotion again? Y/N** |
|  |
| What would you do differently next time? |
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