

*Act as if what you do makes a difference. It does.*

TO: All Managers & Consultants

FROM: Joe T.

**RE: RETAIL SALES**

**YOUR NAME**

# STORE

**T( )-( )**

We need your help! Please complete this questionnaire today. We need your comments and ideas.  
**If you owned the store what would you do to improve Retail Sales?**

1. **Banquet Apparel:** What would you like to see done? Should we discontinue? What stops us from selling more? What comments are you getting from customers? Has your store contacted any banquet businesses? Do you have these items on display? Any marketing ideas?

---

---

---

---

---

---

2. **NEW Retail Tuxedos:** Pricing? What style? MANY requests for something we do not have? What stops us from selling new tuxedos?

---

---

---

---

---

---

3. **Retail Suits**: Do we need another style or color? What keeps us from selling more? Subtract any? Quality? Pricing? Do you get MANY requests for other colors/styles?

---

---

---

---

---

---

---

4. **Retail Shirts**: What would you like to see done? Pricing? Styles? Do you get MANY requests for other styles. What doesn't sell?

---

---

---

---

---

---

---

5. **Accessories**: How do we sell more socks, ties etc? Display or marketing ideas?? Any accessories your store gets requests for?

---

---

---

---

---

6. **All other items:** Stud/link sets, toddler outfits, etc Add? Subtract? Pricing?

---

---

---

---

---

---

---

---

7. **High School Chorus/Band?** What do we need to do more sales? Did your store contact music teachers? If so, what was the outcome? Marketing Ideas?

---

---

---

---

---

---

---

---

8. **How about retail for Prom this year?** Any thoughts or ideas?

---

---

---

---

---

---

---

---

9. **Buy or Borrow:** Do you get MANY requests to BUY our rental tuxedos or suits brand new? If so, which styles?

---

---

---

---

---

---

---

10. **Pre-Worn Sales:** What “used items” do you get requests for? How can we sell more? What do you need in your store?

---

---

---

---

---

---

---

11. **“Bonus question”** When is the last time your store sent an email to Al or Maria thanking them for a great job?

---

**Please email to me no later than Monday. Call me if you wish to review over the telephone. Thank you.**