

Daily Business Assessment

An opening and closing checklist for your pop-up space decreases the time it takes to complete necessary tasks and improves the quality of those tasks. Put intentions behind your daily tasks with the Daily Business Assessment. Use this to optimize what's in your control and to make the most of simple actions.

OPENING

In addition to your conventional store opening tasks, add these key assessment questions to your list. Remember to keep your customers in mind when you ask yourself, "Right now, is this space customer-ready?"

- How was yesterday's sales and what should I know going into today?
- Did I leave myself reminder notes? Did someone else leave me a note?
- Is there enough stock on the sale floor to enable my sales plan or goals?
- Have I put away and stored boxes or other unnecessary items?
- Is merchandise placed on flat surfaces and fixtures dust-free and clean?
- Do glass, mirrors, and windows appear free from smudges?
- Is there dust, dirt, leaves, spills, or other debris on the floor?
- What high touch surfaces should I disinfect or sanitize?
- What can I change or reposition to make the shop look different today?
- When I open the shop, will it look and feel like a "grand opening?"
- Do the lights, temperature, music, and scent(s) create an atmosphere?
- Have I identified today's sales goal and do I have a plan to reach it?

MIDDLE OF THE DAY

It can be hard to pause or put down task-focused work when customers enter the space. This is especially true if a person doesn't appear eager to have a conversation or want engaging customer service.

Based on your customer foot traffic, it's a good idea to set boundaries around tasking — what hours of the day tasking can happen, the types of non-disruptive tasks that can happen when the pop-up space is open, etc.

You should refresh your space during the middle part of the day. This makes for a consistent customer experience all day. Continue to ask yourself, “Right now, is this space customer-ready?”

Tidy

- Is there enough stock on the sale floor for the merchandising or sales plan?
- Do glass, mirrors, and windows appear free from smudges?
- Is there dust, dirt, leaves, spills, or other debris on the floor?
- Have customers left behind to-go coffee cups or other things?
- What high touch surfaces should I disinfect or sanitize?
- Do any supplies or collateral need to be refilled?
- Are the cash wrap, fitting room, and other non-selling spaces tidy?
- Is my storefront still tidy? Do I need to reposition my a-frame sign?

Change

- Are my key displays effective? Have I sold any inventory from them?
- Based on this morning, do I need to change or reposition anything?
- What is my progress toward today’s sales goal?

CLOSING

Take time at the end of the day to recap business, note important things you want to follow up on, and determine your priorities for the next day. This makes connecting days a more seamless effort.

In addition to completing your operational closing tasks, add these assessment questions to optimize what’s in your control and make the most of simple tasks.

- What should I clean/restock to make the next opening smooth?
- Trash, recycling, and compost
- Bathroom and kitchen
- Uneaten food or refrigerator
- Cash Wrap Supplies
- Seattle Restored marketing
- Are high-value products/property stored away while the space is closed?

- What wireless or bluetooth devices need to be charged overnight?
- Have I properly blown out or put out all burning candles or incense?
- What products do I want to rotate, connect, or spotlight tomorrow?
- If someone else is opening, what do I want them to know?
- Have customers left behind to-go coffee cups or other things?
- What high touch surfaces should I disinfect or sanitize?

If your activation includes other members of a collective or employees, this assessment can help you provide direct feedback, give clear directions, and orient new people to the expectations of daily operations. These are also great conversation starters for collaborative conversations. Use them to identify a unified approach and align collective members.