YOUR PEAK SEASON SALES & LOGISTICS CHECKLIST



1. Planning and Strategy

Set your goals and objectives for the Peak Season: Determine what you aim to achieve (e.g., increase sales, acquire new customers, improve brand awareness).

Analyze previous performances to optimize this year's strategy: Identify successes and areas for improvement from past Peak Seasons.

Allocate a budget for Peak Season activities: Set aside funds for marketing, staffing, inventory, and any additional expenses.

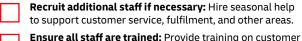
2. Inventory Management

Forecast demand for inventory needs: Analyze past sales data and current trends to estimate how much stock you'll need.

Order the correct stock: Place orders with suppliers well in advance to avoid delays.

Ensure your inventory management system is in place: Have a system to track stock levels, reorder points, and avoid stockouts or overstocks.

3. Staffing



service, sales techniques, product knowledge, and Peak Season procedures.

4. Marketing and Promotions

Develop a detailed marketing plan: Outline your marketing strategies across different channels.



Plan special offers for Black Friday, Cyber Monday, and other important dates.

Prepare marketing content ahead of time: Create graphics, videos, and copy in advance to save time during the busvseason.

Reach out to influencers or local partners early to secure collaborations: Partner with influencers or other businesses to expand your reach.

5. Website and Online Presence

Check your website for issues: Fix broken links, improve page speed, and update outdated content.

Ensure your site is mobile-friendly: Optimize your website for seamless browsing on smartphones and tablets.

Verify that all product listings are accurate: Double-check descriptions, pricing, and images for all products.

Streamline the checkout process: Make it easy for customers to complete their purchases.

Review and update cybersecurity measures: Protect your website and customer data from potential threats.



6. Customer Service

- Ensure you have a plan in place to handle increased customer enquiries: Be prepared for a higher volume of inquiries through phone, email, and social media.
- Review and communicate your return and exchange policies clearly on your website: Make sure customers understand your policies.
- Update your FAQ section with relevant information for the Peak Season: Address common questions about shipping times, promotions, and returns.

7. Shipping and Logistics

- Stock up on packaging materials, labels, and other **shipping supplies:** Ensure you have enough materials to handle increased order volumes. Speak to your courier partner to find out delivery cut-off
- times and express options: Understand your shipping options and communicate them to customers.
- Communicate delivery deadlines to customers: Let customers know the last day to order for guaranteed delivery by specific dates (for instance, final day for Christmas delivery).

8. Technology and Systems

- Ensure your point-of-sale system is updated and functioning correctly: Update your POS system and test it thoroughly.
- Implement backup systems for critical data and processes to prevent disruptions: Safeguard your data in case of technical issues.
- Make sure all software, including inventory management
- and customer relationship management (CRM) systems, are up to date: Update all software to ensure smooth operations.
- Confirm that your payment processors can handle increased transaction volumes: Contact your payment processor to ensure they can handle the increased activity.

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