**Counter Companion Cheat‑Sheet**

## 1. Golden‑Zone Placement Map

|  |  |
| --- | --- |
| **Eye‑Line Zone**High‑margin: candy bars, vape disposables | **Reach Zone**Grab & go: jerky sticks, chargers |
| **Queue Zone**Impulse drinks, $1 bakery, minis | **Pre‑Approach**Signage: loyalty, lottery promos |

## 2. “Say‑This” Upsell Phrases

|  |  |  |
| --- | --- | --- |
| Customer Buys | Suggest | Say‑This |
| Morning Coffee | Fresh Muffin (+$2) | “Hot muffin to go with that coffee?” |
| Energy Drink | Protein Bar (2‑for‑$4) | “Protein bar’s $2 with any energy drink—interested?” |
| Fuel >$30 | Windshield Wipes | “Road trip? Wipes for the bugs?” |
| 6‑Pack Beer | Beef Jerky | “Snack for the game? Jerky’s BOGO half‑off.” |
| Lottery Ticket | Gum Pack | “Grab a lucky gum pack for a buck?” |

## 3. Quick‑Win Rotation Calendar

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Week 1 | Week 2 | Week 3 | Week 4 |
| Candy Minis | SKU | SKU | SKU | SKU |
| Seasonal Item | SKU | SKU | SKU | SKU |
| Novelty | SKU | SKU | SKU | SKU |
| Energy Shot | SKU | SKU | SKU | SKU |
| Local Favorite | SKU | SKU | SKU | SKU |

## 4. 60‑Second Stock Check

□ Refill gum

□ Front‑face jerky

□ Verify promo tags

□ Rotate bakery

□ Wipe counter/card reader

□ Reset loyalty barcode tent

Initials: \_\_\_\_\_\_\_\_ Date: \_\_\_\_\_\_\_\_