**A logo with a letter c

AI-generated content may be incorrect.The 7-Second Store Transformation Kit**

*Turn Every Customer Entrance Into a Sales Opportunity*

**1. Entrance Impact Assessment (Quiz)**

**Is Your Store’s First Impression Driving Customers Away?**  
*(Check “Yes” or “No” for each statement below)*

|  |  |  |  |
| --- | --- | --- | --- |
| # | Question | Yes | No |
| 1 | The entrance area is free of clutter and debris |  |  |
| 2 | Mats or floors are clean and dry |  |  |
| 3 | Lighting at the front is bright and inviting |  |  |
| 4 | Displays near the entrance are well-organized and not blocking traffic |  |  |
| 5 | Store hours and signage are easy to read |  |  |
| 6 | The scent near the entrance is pleasant or neutral |  |  |
| 7 | Customers are greeted within 7 seconds |  |  |
| 8 | Entrance is free of loitering or intimidating behavior |  |  |
| 9 | Promotional signs at the entrance are up-to-date |  |  |
| 10 | Team members look up and smile when a customer enters |  |  |

**Your Score:** \_\_\_\_ / 10  
*(8–10 = Excellent, 6–7 = Needs Improvement, 5 or less = High Priority!)*

**Top 3 things to fix now:**

**2. Hour-by-Hour Entrance Maintenance Checklist**

|  |  |  |
| --- | --- | --- |
| Shift | Task | Completed? (✓) |
| AM | Sweep entrance walkway |  |
| AM | Shake/clean floor mats |  |
| AM | Wipe down doors and handles |  |
| Midday | Re-check floor/mats for dirt/wetness |  |
| Midday | Tidy displays near entrance |  |
| Midday | Confirm signs/promos are current |  |
| PM | Sweep, mop, or spot-clean as needed |  |
| PM | Remove clutter or empty boxes |  |
| Close | Inspect for lost items or trash |  |
| Close | Turn off/lock signage as needed |  |

**3. Customer Greeting Script Bank**

**Use these scripts (adapt or add your own):**

* **For regulars:**  
  “Hey, good to see you again! Welcome back.”
* **For new customers:**  
  “Welcome in! If you need help finding anything, just let me know.”
* **During busy rush:**  
  “Thanks for waiting—welcome in!”
* **When it’s slow:**  
  “Hi there! How’s your day going?”
* **When you notice hesitation:**  
  “Is there anything I can help you with right away?”
* **After a bad weather day:**  
  “Glad you made it in out of the rain—anything I can get started for you?”

**4. Entrance Display & Flow Optimizer**

**Sketch or plan your entrance here:**

|  |  |  |  |
| --- | --- | --- | --- |
| Element | Current Setup | Needs Improvement? | Notes/Plan |
| Display Table |  |  |  |
| Promo Signage |  |  |  |
| Walk Path Clear |  |  |  |
| Seasonal Decor |  |  |  |
| Lighting |  |  |  |

**Flow Checklist:**

* ☐ Path from door to sales floor is open
* ☐ Displays do NOT block the main walkway
* ☐ Promotional offer is easily visible
* ☐ Welcome mat or rug is clean and straight
* ☐ No “invisible wall” of clutter or signage

**5. Weather & Seasonal Adaptation Planner**

|  |  |  |  |
| --- | --- | --- | --- |
| Weather/Season | Entrance Issue | Quick Fix / Adjustment | Date Done |
| Rain | Wet floors/mats | Add extra mats, dry mop, “Caution” sign |  |
| Summer heat | Blinding sunlight at door | Angle displays, check for shade, tint |  |
| Holidays | Decor/crowded displays | Use wall space, avoid blocking door |  |
| Cold/windy | Door drafts | Adjust mat/door stop, seal gaps |  |
| Spring (pollen) | Dust/pollen on mats | Sweep and shake out mats often |  |

**6. “First 7 Seconds” Observation Log**

| **Date** | **Employee** | **Customer Reaction / Notes** | **What Worked?** | **Next Shift Idea** |
| --- | --- | --- | --- | --- |
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*Observe a few customers per shift and discuss as a team what can be improved!*