

THE OPENING-WEEK CHECKLIST

RALLYORDER

From locked closet to first Friday. Two weeks, in order.

T-MINUS 14 DAYS: THE STOCKROOM

- ☐ Full count, written down, dated
- ☐ Sort: sellable / markdown / dead
- ☐ Clearance rack planned
- ☐ Write-offs logged (margin lesson, week 3)
- ☐ First PO placed (add a week to lead time)

T-MINUS 10 DAYS: THE CREW

- ☐ Leadership roles: applications run
- ☐ Every shift has a named owner
- ☐ Each rookie paired with a returner

T-MINUS 7 DAYS: THE MONEY

- ☐ Float counted, standard amount on the log
- ☐ New price list loaded / posted
- ☐ Card path test transaction confirmed landed
- ☐ First deposit date on the calendar
- ☐ Dry run: open, 6 practice sales, count, close

T-MINUS 3 DAYS: SOFT OPEN

- ☐ One friendly class, real transactions
- ☐ Fix list written by Friday
- ☐ Fixes in place by Monday

DAY ONE: OPEN LOUDLY

- ☐ Announcement + first drop live
- ☐ First-sale moment (photo)
- ☐ Advisor stands back; crew runs it

FIRST FRIDAY: THE HUDDLE

- ☐ Net sales for the week
- ☐ Transactions + average sale
- ☐ Top 5 items (and the flops)
- ☐ Stock-outs: what we could have sold
- ☐ Cash over/short, by shift

Three questions, answers written down:

What surprised us? What broke? What changes Monday?

Tape this inside the stockroom door. Full playbook: "The opening-week playbook," on the RallyOrder blog.