



## Small Biz Q4 Sales Audit

### Recap of Branding Tweaks That Drive Holiday Sales Blog Post:

Holiday sales can make or break the year for small businesses, but most brands leave money on the table by overlooking the basics. In our blog, *Branding Tweaks That Drive Holiday Sales*, we break down simple yet powerful adjustments that boost visibility, improve customer experience, and drive conversions.

To make it even easier, we built a **Q4 Small Biz Sales Audit Checklist** — your step-by-step guide to reviewing the four pillars that impact your holiday sales performance:

- ✓ **Financial Tracking** — Do you know where your sales stand?
- ✓ **Marketing & Visibility** — Is your brand message holiday-ready?
- ✓ **Customer Engagement** — Are you building connections that convert?
- ✓ **Operations & Readiness** — Can your systems handle the holiday rush?

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Marchan Group | Business Strategy for Entrepreneurs

[www.marchangroup.com](http://www.marchangroup.com) | (312) 324-0507

## Section 1: Marketing & Visibility

- ☒ Do you have an updated Google Business Profile?
- ☒ Have you posted on social media at least 2x in the last week?
- ☒ Is your website mobile-friendly and fast?
- ☒ Are you running at least one seasonal or holiday promotion?

Score: 0–5 points

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## Section 2: Customer Engagement

- ☒ Do you have a holiday email campaign scheduled?
- ☒ Have you reached out to repeat customers with an exclusive offer?
- ☒ Do you have a system for asking for Google/Facebook reviews?
- ☒ Are you offering bundles, upsells, or gift-with-purchase incentives?

Score: 0–5 points

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## Section 3: Operations & Readiness

- ☒ Is your inventory updated and aligned with seasonal demand?
- ☒ Have you set staff schedules for peak days/times?
- ☒ Are your payment systems ready (Zelle, ApplePay, online checkout)?
- ☒ Do you have customer service FAQs or quick responses ready?

Score: 0–5 points

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## Section 4: Financial & Tracking

- ☒ Do you know your sales goal for Q4?
- ☒ Are you tracking ROI on ads or campaigns?
- ☒ Do you have a set budget for marketing?
- ☒ Are you reviewing profit margins before running discounts?

Score: 0–5 points

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## Scoring Guide

- **16–20 points** → Ready to dominate Q4!
- **10–15 points** → You're halfway there. Prioritize marketing & engagement.
- **0–9 points** → You're leaving money on the table. Book a consult today.

**Book your free 15-minute Q4 Strategy Call with Marchan Group. Let's maximize your year-end revenue.**



Calendly Scheduler QR Code

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