

## Retail Discount Dependency Self-Assessment

1. Do you run more than one promotion per month?

\_\_\_ Yes

\_\_\_ No

2. Is your average transaction value stagnant or declining?

\_\_\_ Yes

\_\_\_ No

3. Are customers regularly asking, "When is your next sale?"

\_\_\_ Yes

\_\_\_ No

4. Do you have different discounts running across your channels (email, in-store, SMS)?

\_\_\_ Yes

\_\_\_ No

5. Do your associates default to discounting when customers hesitate?

\_\_\_ Yes

\_\_\_ No

6. Are your best products routinely marked down?

\_\_\_ Yes

\_\_\_ No

7. Do you ever promote without a clear goal or ROI metric?

\_\_\_ Yes

\_\_\_ No

8. Are employees unclear about how to sell without price cuts?

\_\_\_ Yes

\_\_\_ No

9. Is your store signage focused more on price than product value?

\_\_\_ Yes

\_\_\_ No

10. Do you see a traffic spike during sales but poor retention after?

\_\_\_ Yes

\_\_\_ No

11. Have your margins shrunk over the past year?

\_\_\_ Yes

\_\_\_ No

12. Would your store struggle to make a full-price sale without promotions?

\_\_\_ Yes

\_\_\_ No