Retailer Sales Spreadsheet - EXAMPLE

RETAILER	LOCATION	CONTACT	CONTACT NUMBER	EMAIL	NOTES	TIMELINE FOR APPTS	OUTREACH 1	OUTREACH 2	OUTREACH 3	OUTREACH 4
Illinois										
Store Name	Store Address	Person to coontact + descriptive details	tel etc.	email		Example: Sept 6-21 (Fashion Week and Trade Shows)	Jane- sent postcard 10/01	Jane- emailed Betsy 8/01	Julie- emailed Betsy 8/28	Jane- spoke with Betsy 8/29, she's completely booked during Coterie, she's here but will consider stopping by on the fly - OK to follow up
NEW YORK										
Store Name	Store Address	Maria is owner but she always defers to her buyer, Sophie	tel etc.	email	Likes clean, streamlined looks	They will be in NY Sept 7 - 10	Jane - sent postcard 8/11	Julie - 8/15 Called and talked to Sophie, emailed line sheets etc.	Julie- spoke with Sophie 9/2, she's interested and checking her schedule. Emailed her to follow up	