

About Promotions

Sales promotions are used to drive more sales by attracting more shoppers and are a way to offer discounts, seasonal or otherwise, freebies, incentive bundles, quantity pricing and tender coupons in order to inform, persuade and encourage shopper awareness.

- Campaign setup is provided to optionally organize promotions into events to achieve a specific purpose such as holiday or brake specials, or seasonal maintenance, and can be set up to run for any length of time for all customers, retail only or commercial only. Multi-store setup can be for a single store or all stores.
- Line item promotion setup is by method and date range, and parts on promotions can be loaded manually by part, by several part filters or imported from a spreadsheet. Depending on the method used, optional advanced settings limit the purchase quantity, identify the starting price used for the promotion and determine whether or not a line item coupon is needed to qualify for the sale pricing.
- Tender Coupon setup determines the valid start and end date, whether or not the coupon applies to regular pricing, the threshold amount needed to qualify and the amount or percent off when the coupon is tendered. Stacked coupons trigger greater amounts off for greater sales.
- When a part on a promotion is entered at Point-of-Sale, a window optionally opens to show the promotion info / tender coupon info.
- The promo Each price displays in a green font, and when sold, the grid row displays in green. The letter "P" displays in the INFO column of the invoicing grid indicating the part is on a promotion, and the promo description displays in a "PROMO" column. Right click opens the Promo Details window to show the promotion setup.
- Promotional items are returned at the promotional price and do not display in green on the sell line and the right-click PROMO DETAIL selection is not available.
- Parts on multiple promotions always use the promotion with the lowest customer price. BOGO promotions can be optionally prorated in order to avoid the "get" items having a very low or zero sell price and impacting that item's profit margin.
- Promo parts added to the invoicing grid will have a rounding split sell price when items are sold for a non-divisible amount; for example, "buy 3 for \$10.00", and one item will have a higher sell price and the grid will display a quantity of 2 @ \$3.33 EACH and a quantity of 1 @ \$3.34.
- POS pricing logic finds the best price using the existing Customer Pricing Plan Setup hierarchy, by finding the best price from the Promotions setups, comparing both and applying the one that gives the customer the best savings.
 - Promotional pricing overrides the existing regular pricing for the SETUP TYPE of SALE DATE and MFG when promotional pricing results in a better deal than the SALE DATE discount.
 - Promotional pricing does not override the existing regular pricing for the SETUP TYPE of CONTRACT PRICE. Contract Pricing always wins.

Promotions Overview

PWS PartsWatch R57.3

- Price edit overrides all customer pricing setups and disqualifies the item for all line item promotions.
- The EACH price is taxed at the time of the sale and at the time of the return for all line item promotions. Tax is optionally calculated on tender coupons either before or after the coupon is applied.
- Printed commercial invoices do not print promo information; however, cash slips print the amount saved per item and the maximum amount each promotional item can be returned for, as well as the total amount saved.
- A Promotions Setup Report provides a view of all campaign and promotional setup information. The Cash Transactions, Invoice Journal, Lisa Transactions and the D-M-Y Reports track promotion and/or tender coupon totals or detail.
- Promotion Methods:
 - **Buy One Get One** – Used to buy a quantity of something and get another one of the same thing at a set amount, a % off or a \$ amount off. For example: Buy 3 tires, get 4th for 50% off.
 - **Buy One Get Something Else** – Used to buy a quantity of something and get something else at a set amount, a % off or a \$ amount off. For example: Buy 2 wiper blades, get wiper fluid free.
 - **Packages/Bundles** – Used to buy a certain quantity of several things at a set amount, a % off or a \$ amount off. For example: Buy 5 quarts of oil and 1 oil filter for \$24.99.
 - **Item Quantity Breaks** – Used to buy a certain quantity of something for an amount per item or a set amount. For example: Buy 3 for \$10.00 or Buy 3 for \$10.00 each.
 - **Progressive Breakpoints** – Used to buy a certain quantity that gives progressively better pricing depending on the quantity purchased for a set \$ Amount, % off or \$ Amount off. For example, 3 for \$10.00, 5 for \$15.00, 8 for \$20.00.
 - **Single Item Sale** – Used to buy a single item for a set amount, % off or \$ amount off. For example: \$10.00 for a single item through December 30th.
 - **Tender Coupons** – Used to buy something and get the coupon amount off the invoice total at tender. Stacked coupons have multiple “trigger” amounts so the greater the sales, the greater the amount off. For example, spend \$25, get \$5 off; spend \$50, get \$10 off; spend \$100, get \$20 off.