

PALADIN DATA CORPORATION™

Biz Coach Webinars



FREE ADVANCED TRAINING



Best Practices – Trade Discounts

Charles Owen





Best Practices – Trade Discounts



- The purpose of trade discounts
- How trade discounts differ from promotional sales
- The many uses of trade discounts
- How to set up and activate trade discounts
- Applying best practices to trade discounts
- Learn more



The purpose of trade discounts

PURPOSE

- Provide price consistency
- Attract more B2B partners
- Increase loyalty
- Maintain profitability
- Offer pricing flexibility



How trade discounts differ from promotional sales



In most cases, the only thing that separates trade discounts from promotional sales is that the **Apply to all transactions** checkbox must be selected in the **Pricing Plan**.

Exception: Targeted promotional campaigns



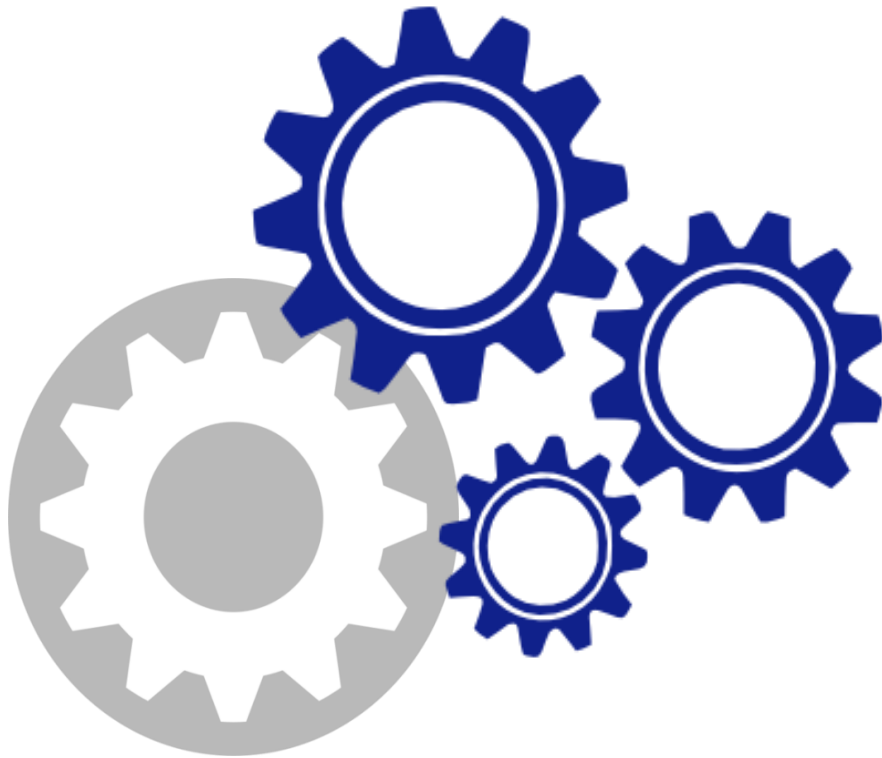
The many uses of trade discounts



- Target specific business demographics.
 - Government, education, local businesses, trade workers, employees, owners, friends, etc.
- Offer profitable, customized pricing plans.
 - Retail with discount, cost with markup, mix & match, etc.
- Include or exclude certain items, suppliers, departments, classes, or sub-classes of products.
- Set renewal dates based on customer performance.
- Tie the trade discount to prompt payment discount.



How to set up and activate trade discounts



1. On the **File** menu, click **Setup**, and then click **Pricing Plans**.
2. Add a new pricing plan.
3. Set parameters and optionally incorporate a sale list.

Note: A Pricing plan will work independently of sale lists, but a sale list will not function without an active pricing plan.

4. Apply the pricing plan to a customer: In the **Customers** module, in a customer's account, click **Adjust Pricing Plans** or press F7.

Note: Always test a pricing plan before you assign it to a customer account.



Applying best practices to trade discounts

#1



1. Be deliberate and consistent when creating trade discounts.
2. Use the **Minimum Margin** checkbox.
3. If the retail price changes frequently, use a percentage discount and set the sale list price to 0 (zero).
4. Use the sale list IMPORT feature – no need to hand-key long sale lists.
5. Keep it clean: Remove or reuse old pricing plans.



Applying best practices to trade discounts (continued)

#2



6. Select from the list, to view pricing plans by type.
7. To easily sort pricing plans, click the **NAME** header.
8. In the **Pricing Plan** tab, you can see all recipients of a pricing plan. You can also remove recipients.
9. In the **Sale List** tab, view the sale list with the associated pricing plan. You can also create a new pricing plan when you add a sale list.
10. Use Excel & ODBC to create a pricing plan report.



Learn more

To learn more, see the following resources in our [Help Portal](#):

- [About pricing plans and sale lists](#)
- [Deleted Pricing Plans and Sale Lists](#)
- [How to add or remove a pricing plan in a customer account](#)
- [How to apply a pricing plan to a customer account](#)
- [How to create a pricing plan with subclasses](#)
- [How to set up the pricing plan](#)
- [How to apply the Net pricing rule to an inventory item](#)
- [Webinar: Customer Pricing Plans](#)

A recording of this webinar will be available at portal.paladinpos.com/webinars.

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