



Jump-Start Sales with BOGOs

Chad Klein

Account Manager

November 5, 2019

WHAT YOU'LL LEARN

- About BOGO's
- How does a BOGO sale work?
- How to set up a BOGO in Paladin
 - Adding a Sale List
 - Adding a Pricing Plan
- Q & A

About BOGO's

A BOGO sale is a way of encouraging more sales of a product by offering customers another item of the same type, free or for a reduced price. BOGO stands for “buy one, get one” free but when followed buy a percentage or dollar amount, can mean the second item is discounted. Alternatively, BOGO can mean: “Two for the price of one”.

A BOGO sale normally requires customers to buy more than one product in order to receive a discount. However, in some stores and some states, a BOGO FREE sales means all items at are 50% off whether you buy one or more of the BOGO sale products*.

BOGO sales (and sales or promotions in general) help increase sales across the board. With increased traffic typically comes increased sales – and not only the discounted items. Because the discounts attract more people, you have more potential buyers for other items in your store, as most people will look around to see what you offer before making a purchase.

*Check with the weights and measures act or customer advocacy board for BOGO rules governing your state or region.

BOGO

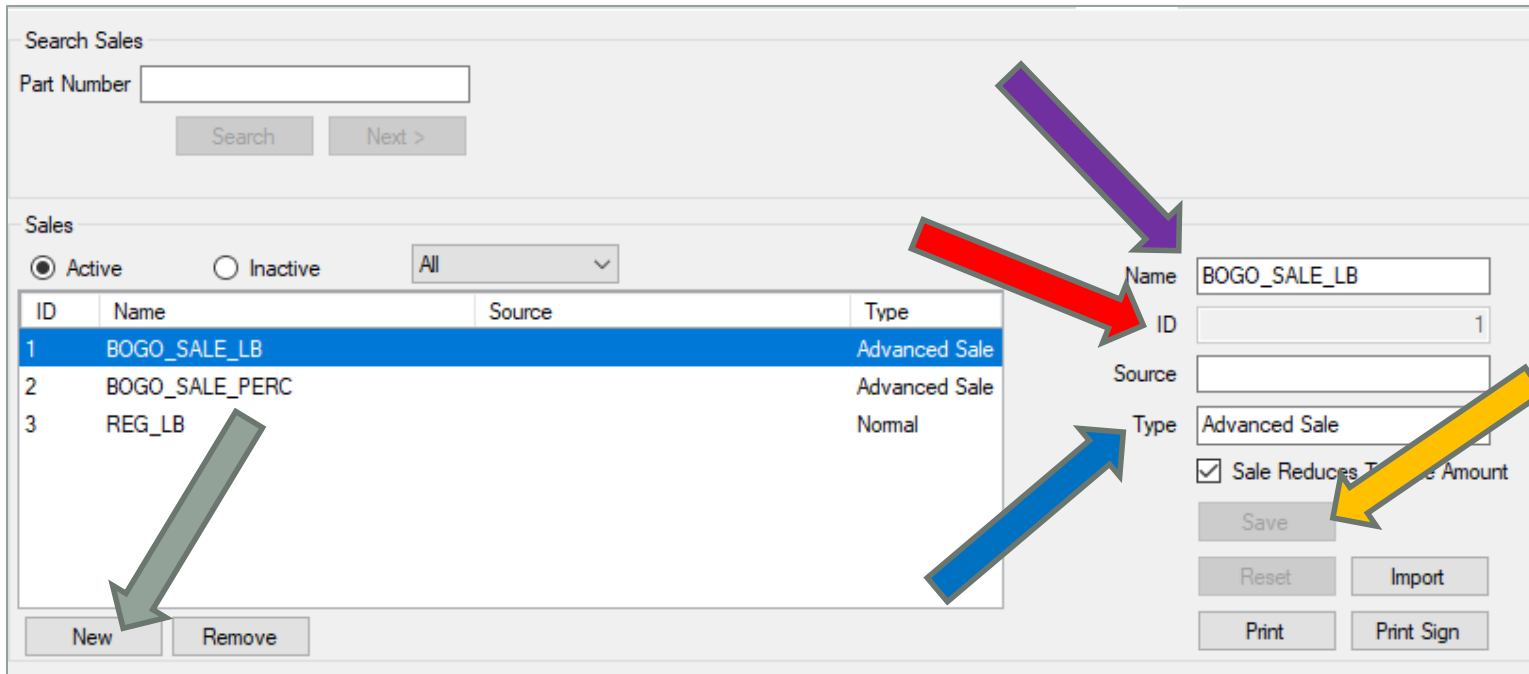
BUY ONE, GET ONE

1/2 OFF

How does a BOGO sale work?

- Offering your customers a buy one item then get a second one at a percentage or dollar amount discount, will improve your profit margins by increasing the quantity sold.
- For example, a BOGO of Buy One Get One at 50% offers you the ability to sell more products, which increases your GMROI by increasing your turns and increasing your customers' average sale price.

How to set up a BOGO in Paladin – Sale List (step 1)



The screenshot shows the 'Sales' setup window in Paladin. It includes a search bar at the top, a table of existing sales, and a form for creating a new one. Colored arrows point to the 'New' button, the 'Name' field, the 'ID' field, the 'Type' dropdown, and the 'Save' button.

ID	Name	Source	Type
1	BOGO_SALE_LB		Advanced Sale
2	BOGO_SALE_PERC		Advanced Sale
3	REG_LB		Normal

Form fields for the new sale list:

- Name: BOGO_SALE_LB
- ID: 1
- Source: (empty)
- Type: Advanced Sale
- Sale Reduces Total Amount

Buttons: New, Remove, Save, Reset, Import, Print, Print Sign.

Go to **File>Setup>Sale List**

Add new sale list: Click **New**

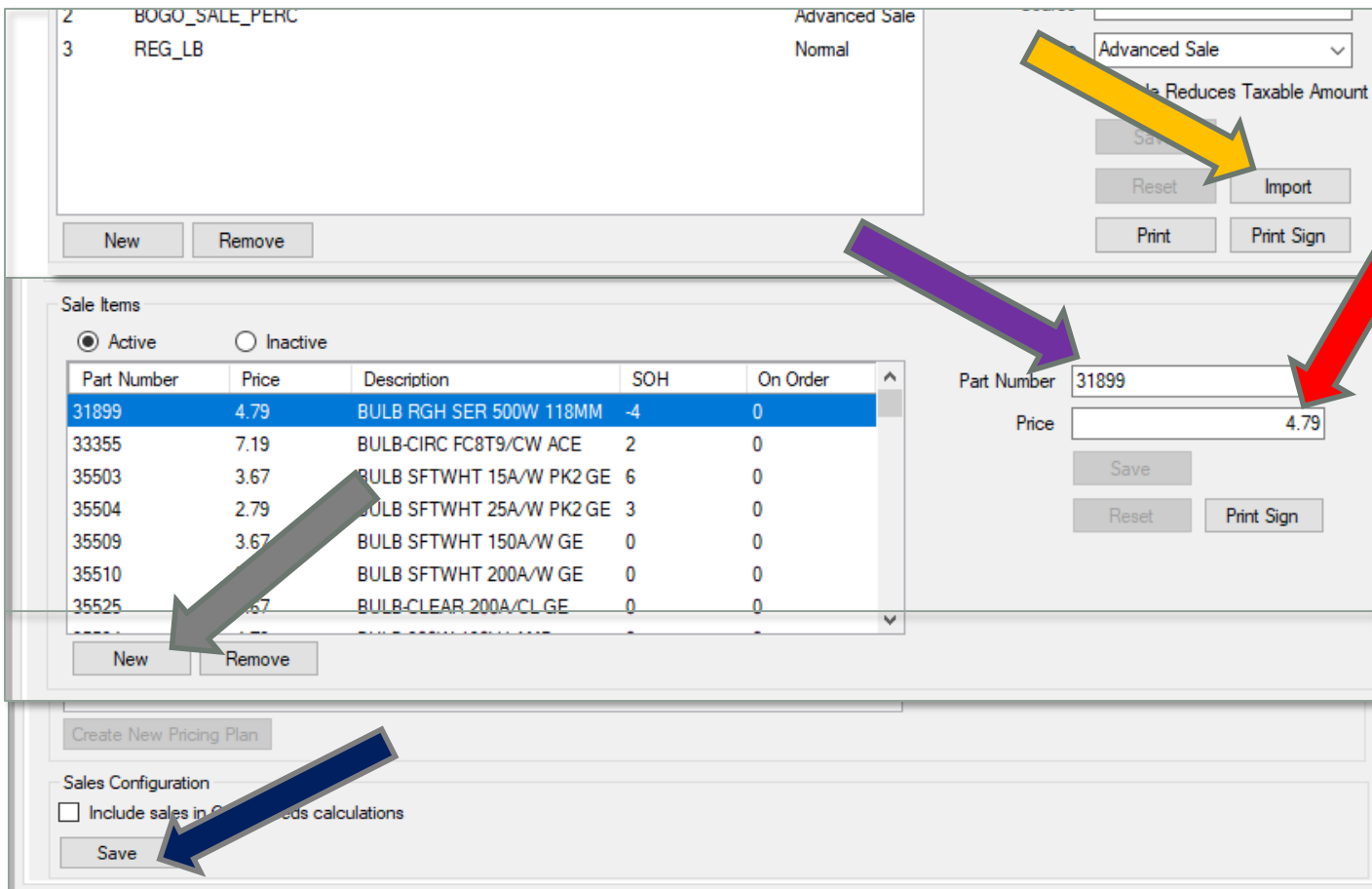
Enter sale list **Name**

Enter sale list **ID**
(Pick any unused ID number)

Select **Advanced Sale** for **Type**

Click **Save**

How to set up a BOGO in Paladin – Sale List (step 2)



2 BOGO_SALE_PERC Advanced Sale
3 REG_LB Normal

Advanced Sale
Reduces Taxable Amount

Save
Reset Import
Print Print Sign

New Remove

Sale Items

Active Inactive

Part Number	Price	Description	SOH	On Order
31899	4.79	BULB RGH SER 500W 118MM	-4	0
33355	7.19	BULB-CIRC FC8T9/CW ACE	2	0
35503	3.67	BULB SFTWHT 15A/W PK2 GE	6	0
35504	2.79	BULB SFTWHT 25A/W PK2 GE	3	0
35509	3.67	BULB SFTWHT 150A/W GE	0	0
35510		BULB SFTWHT 200A/W GE	0	0
35525	6.67	BULB-CLEAR 200A/CL GE	0	0

Part Number 31899
Price 4.79

Save
Reset Print Sign

Create New Pricing Plan

Sales Configuration

Include sales in ... calculations

Save

Add your sale items using one of these two options:

- **Import**
Create a tab-delimited file with two columns including **PartNumber** and **Price**.
- **One by one**

Add new sale item: Click **New**

Enter **Part Number**

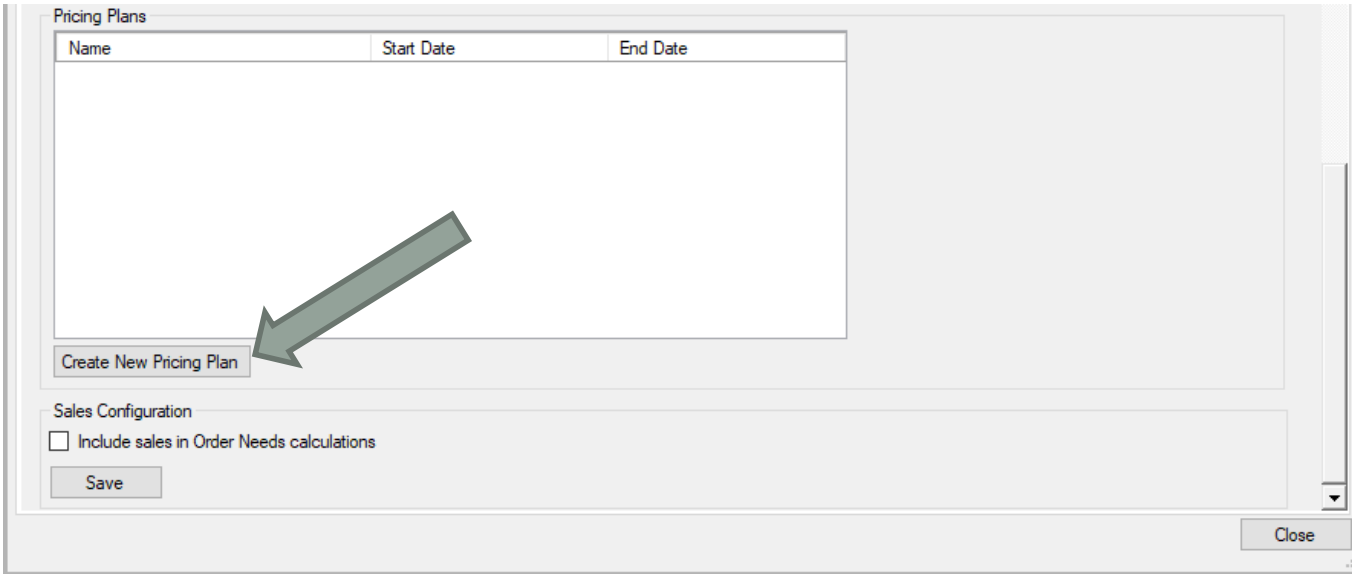
Enter **Price**

(For BOGO sales the price can be zero "0")

Click **Save**

(bottom left-hand corner)

How to set up a BOGO in Paladin – Sale List (step 3)



Pricing Plans

Name	Start Date	End Date
------	------------	----------

Create New Pricing Plan

Sales Configuration

Include sales in Order Needs calculations

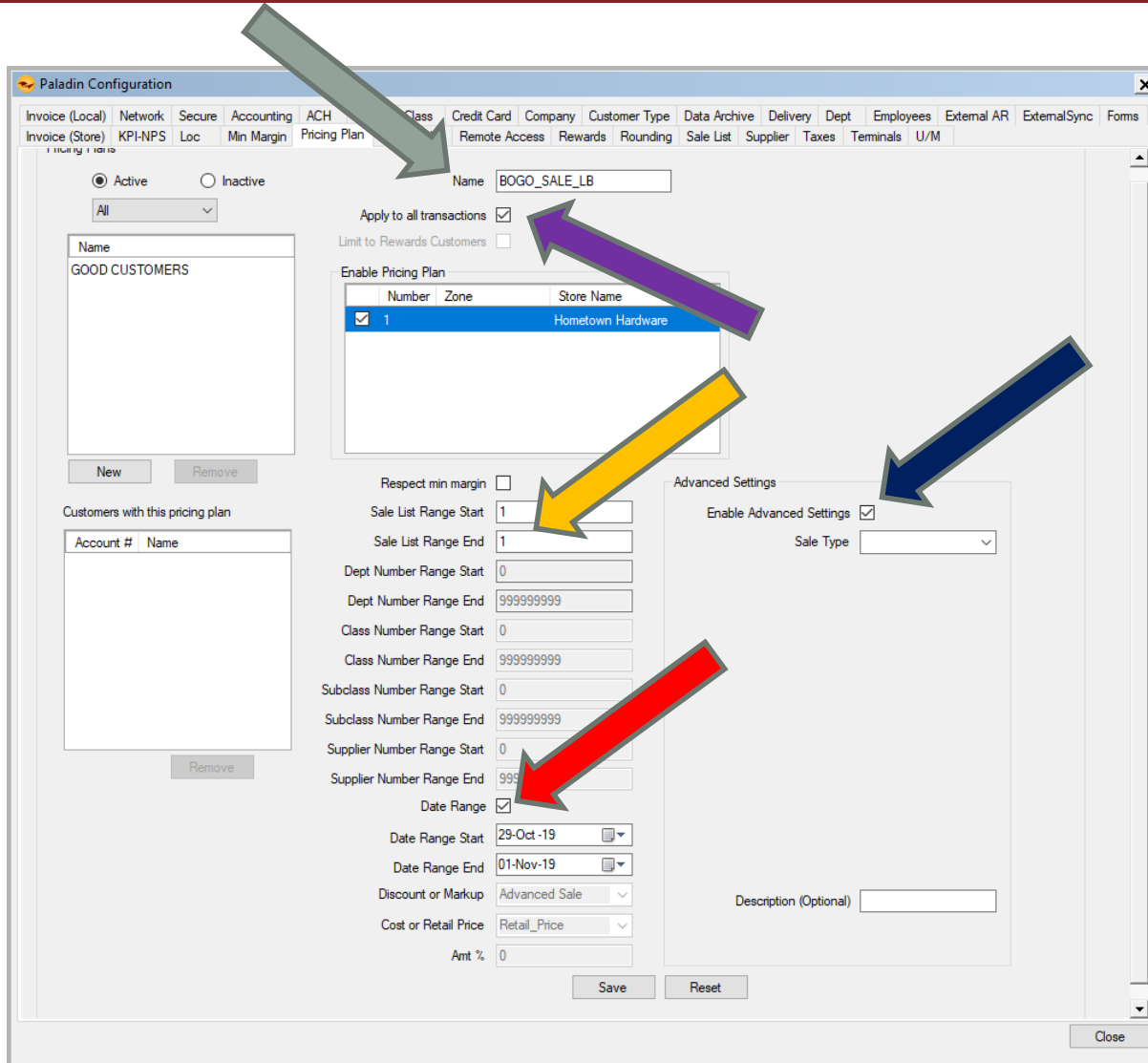
Save

Close

Proceed to the bottom of sale list

Click **Save**

Select **Create New Pricing Plan**



Paladin Configuration

Invoice (Local) Network Secure Accounting ACH Class Credit Card Company Customer Type Data Archive Delivery Dept Employees External AR ExternalSync Foms
Invoice (Store) KPI-NPS Loc Min Margin Pricing Plan Remote Access Rewards Rounding Sale List Supplier Taxes Terminals U/M

Active Inactive

All

Name
GOOD CUSTOMERS

New Remove

Customers with this pricing plan

Account #	Name
-----------	------

Remove

Name: BOGO_SALE_LB

Apply to all transactions

Limit to Rewards Customers

Enable Pricing Plan

Number	Zone	Store Name
<input checked="" type="checkbox"/> 1		Hometown Hardware

Respect min margin

Sale List Range Start: 1

Sale List Range End: 1

Dept Number Range Start: 0

Dept Number Range End: 999999999

Class Number Range Start: 0

Class Number Range End: 999999999

Subclass Number Range Start: 0

Subclass Number Range End: 999999999

Supplier Number Range Start: 0

Supplier Number Range End: 999

Date Range

Date Range Start: 29-Oct-19

Date Range End: 01-Nov-19

Discount or Markup: Advanced Sale

Cost or Retail Price: Retail_Price

Ant %: 0

Advanced Settings

Enable Advanced Settings

Sale Type: [Dropdown]

Description (Optional): [Text Field]

Save Reset

Close

How to set up a BOGO in Paladin – Pricing Plan (step 1)

Enter Name

Select **Apply to all transactions**
checkbox

Note: **Sale ID range** will be added
automatically
(if not, Add Sale ID range)

Optional: Set **Date Range** of sale

Select **Enable Advanced Settings**
checkbox

How to set up a BOGO in Paladin – Pricing Plan (step 2)

Select **Sale Type: Buy One Get One**


Sale Type:
There are 3 valid Sale Types: 'Buy One Get One',
'Mix And Match', and 'Buy One Get Another'.
Select a Sale Type to see a description of each
Sale Type.

Advanced Settings

Enable Advanced Settings

Sale Type

- Buy One Get One
- Mix And Match
- Buy One Get Another
- None



How to set up a BOGO in Paladin – Pricing Plan (step 3)

Sale Type:
There are 3 valid Sale Types: 'Buy One Get One',
'Mix And Match', and 'Buy One Get Another'.
Select a Sale Type to see a description of each
Sale Type.

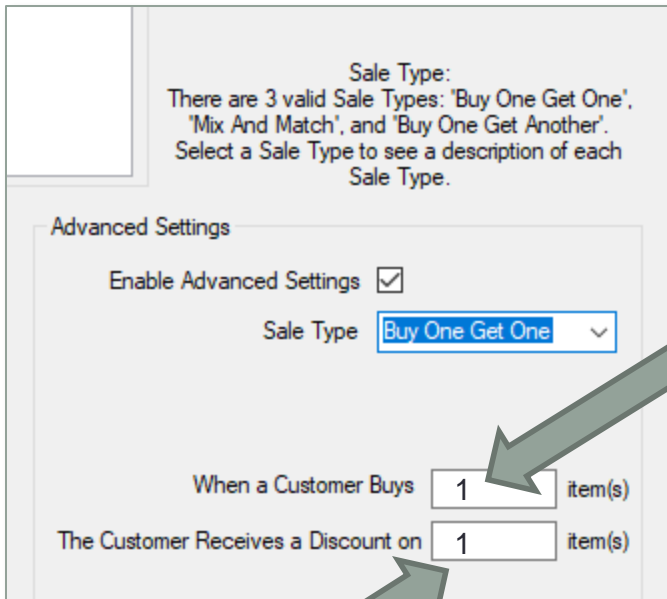
Advanced Settings

Enable Advanced Settings

Sale Type

When a Customer Buys item(s)

The Customer Receives a Discount on item(s)



Enter 1 for buy one item

Enter 1 for receive a discount on the next item

How to set up a BOGO in Paladin – Pricing Plan (step 4)

Discount Type:
There are 3 valid Discount Types: 'Percent Off', 'Free', and 'Dollar Off Item'. Select a Discount Type to see a description of each Discount Type.

Advanced Settings

Enable Advanced Settings

Sale Type

When a Customer Buys item(s)

The Customer Receives a Discount on item(s)

Discount Type

- None
- Percent Off
- Fixed
- Free
- Dollar Off Invoice
- Dollar Off Item

Select **Discount Type: Free**

How to set up a BOGO in Paladin – Pricing Plan (step 5)

Select Max Qty of Items Discounted

Limit Type:
There are 4 valid Limit Types: 'None', 'Min Qty of Items Purchased', 'Max Qty of Items Discounted', and 'Max Discount Amount'. Select a Limit Type to see a description of each Limit Type.

Advanced Settings

Enable Advanced Settings

Sale Type Buy One Get One ▾

When a Customer Buys item(s)

The Customer Receives a Discount on item(s)

Discount Type Free ▾

Sale Limitations ▾

- Minimum Invoice Price
- Max Discount Amount
- Max Qty of Items Discounted
- Min Qty of Items Purchased
- Exact Qty of Items Purchased
- None

Description (Optional)

How to set up a BOGO in Paladin – Pricing Plan (step 6)

Limit Quantity:
This field is for the minimum or maximum quantity limitations described by the 'Limit Type'. It must be a number (can contain decimals) between 0 and 1000000.

Advanced Settings

Enable Advanced Settings

Sale Type Buy One Get One ▾

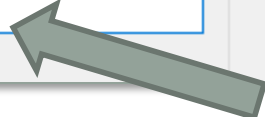
When a Customer Buys 1 item(s)

The Customer Receives a Discount on 1 item(s)

Discount Type Free ▾

Sale Limitations Max Qty of Items Discounted ▾

Limit Quantity 2



Limit Quantity: 2

This enables you to limit the number of free or discounted items that you wish to allow. We are using 2 for this example.

How to set up a BOGO in Paladin – Pricing Plan (step 7)

Limit Type:
There are 4 valid Limit Types: 'None', 'Min Qty of Items Purchased', 'Max Qty of Items Discounted', and 'Max Discount Amount'. Select a Limit Type to see a description of each Limit Type.

Advanced Settings

Enable Advanced Settings

Sale Type

When a Customer Buys item(s)

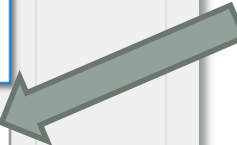
The Customer Receives a Discount on item(s)

Discount Type

Sale Limitations

- Minimum Invoice Price
- Max Discount Amount
- Max Qty of Items Discounted
- Min Qty of Items Purchased
- Exact Qty of Items Purchased
- None

Description (Optional)



Enter a desired **Description** here:
Example: BUY 1 GET 1 FREE

This description will display under the item on the invoice.

Example BOGO item description on invoice

Paladin Point of Sale

File Edit Maintain Tasks Reports Help

1 Invoice/Quote 2 Customers 3 Inventory 4 PO 5 Reports 6 Backup 7 Exit 8 Hometown Hardware 9 Paladin Support NOV 2019 01 01-Nov-19

Invoice / Quote Checkout Cancel

Rewards Customer Address 2 Phone
 Credit Address 1 City/State/Zip Fax

Tax	Def	Net	Part Number	Description	Quantity	Price	Extension
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31899	BULB RGH SER 500W 118MM	2	\$ 5.99	\$ 11.98
			1				
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	31899	5.99			
				BUY 1 GET 1 FREE	-1	5.99	-5.99
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>					
SOH	DRD						

F1 Advanced Lookup F2 Add Note F3 Delete Line Item F4 Discount Item F5 Account Payment F6 Store Transaction F7 Stock Check F8 Checkout

Learn more

Go to [http:// portal.paladinpos.com](http://portal.paladinpos.com)

- [Create a custom BOGO sale with our new BOGO designer](#)
(New feature notice)
- [How to create a custom BOGO sale](#)
(Knowledge Base article)



Check out our [Winter 2019 Release Guide](#)
on the Help Portal.

Expand your Paladin Knowledge:

Stay relevant in retail:
paladinpointofsale.com/retailsience

Self help at:
portal.paladinpos.com

Webinars available at:
portal.paladinpos.com/webinars

Follow us for Paladin news and updates:

