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Jump-Start Sales with BOGOs

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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.

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.

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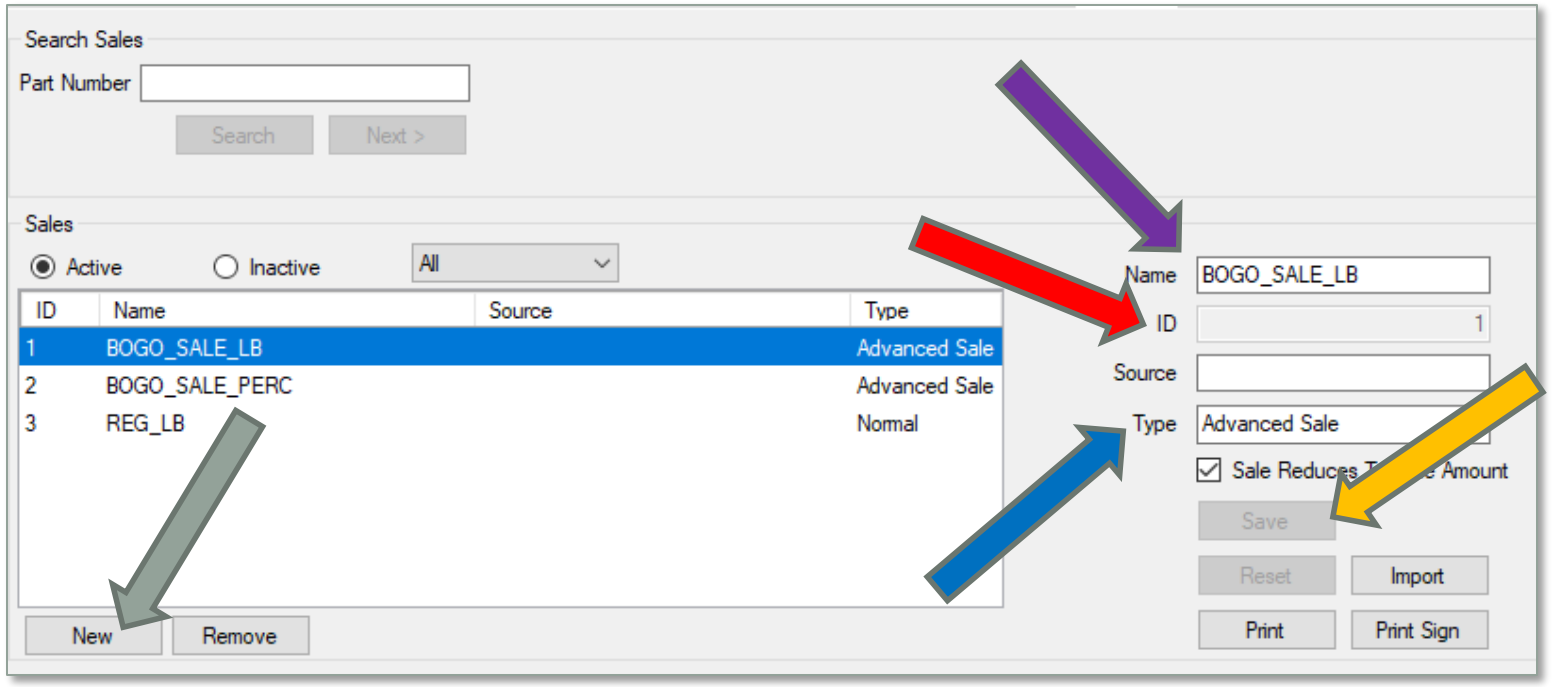
How to set up a BOGO in Paladin – Sale List (step 1)



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**

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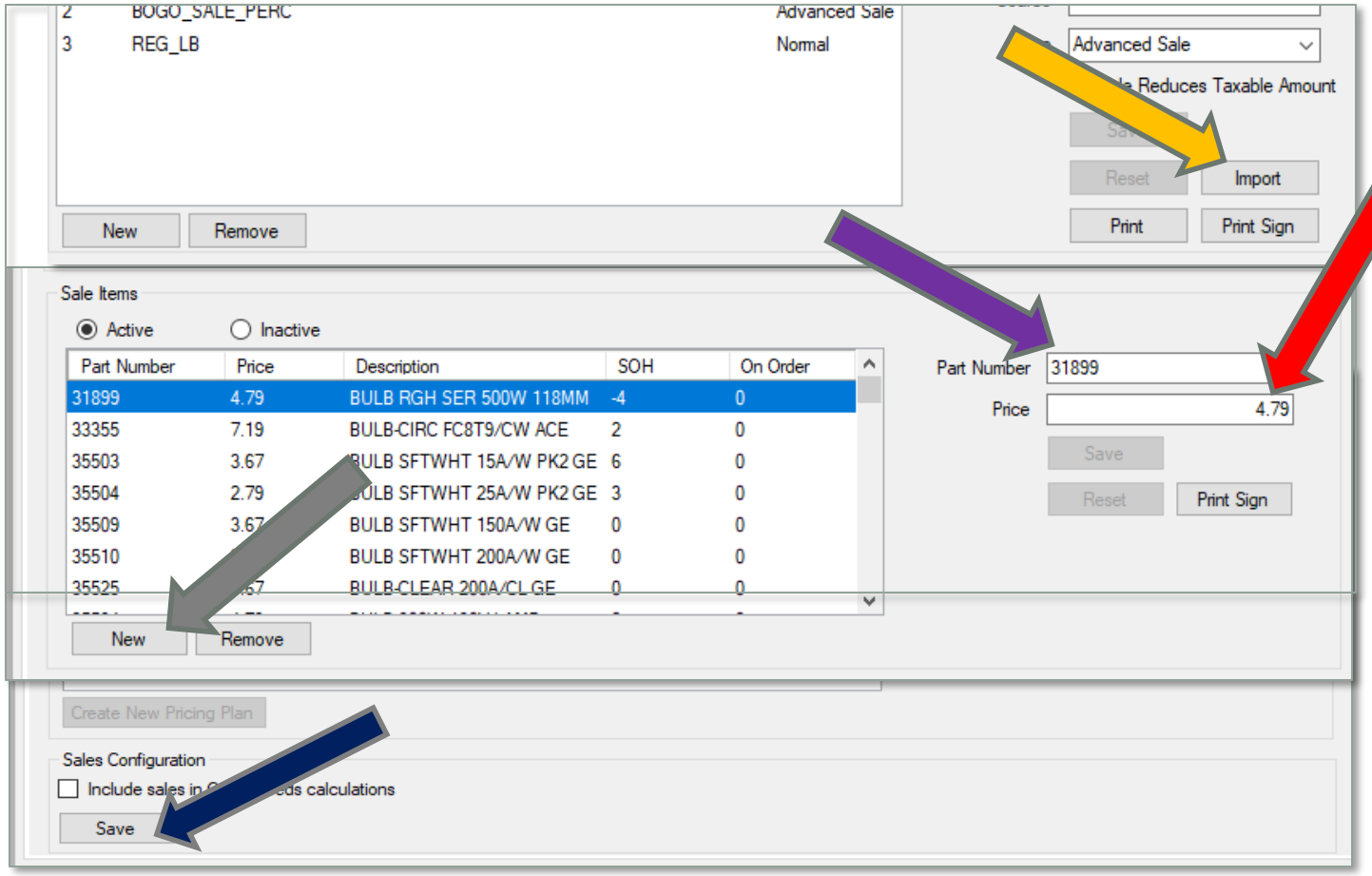
How to set up a BOGO in Paladin – Sale List (step 2)



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**

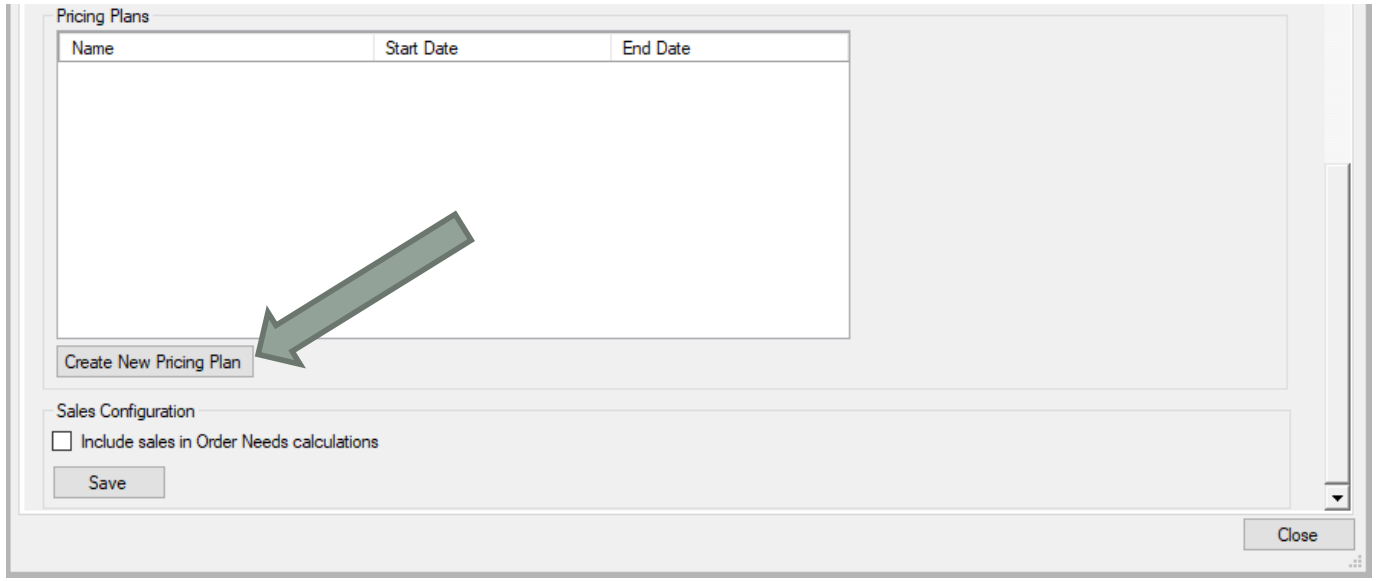
Add new sale item: Click **New**

Enter **Part Number**

Enter **Price**
(For BOGO sales the price can be zero “0”)

Click **Save**
(bottom left-hand corner)

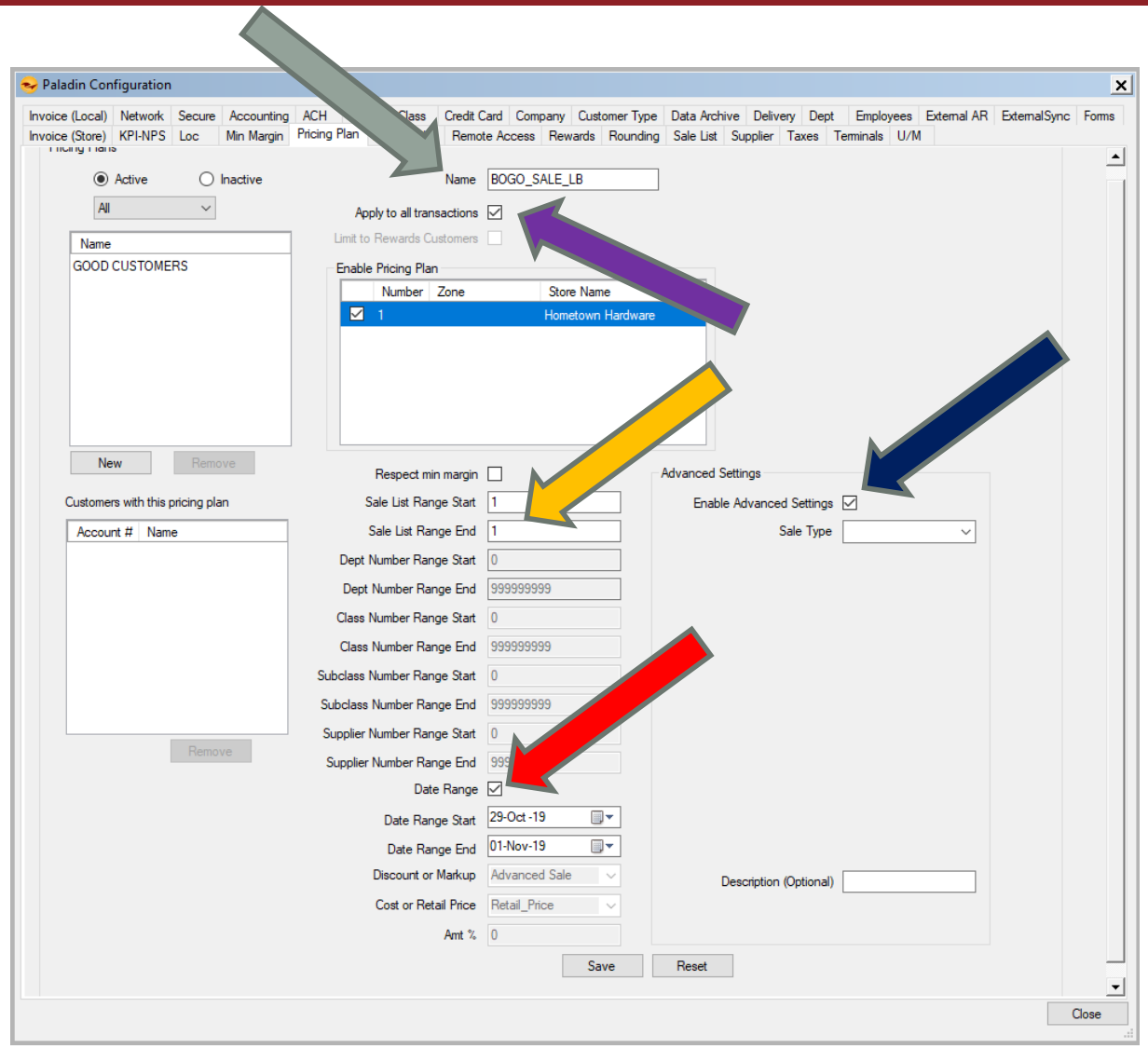
How to set up a BOGO in Paladin – Sale List (step 3)



Proceed to the bottom of sale list

Click **Save**

Select **Create New Pricing Plan**



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

Enter **Name**

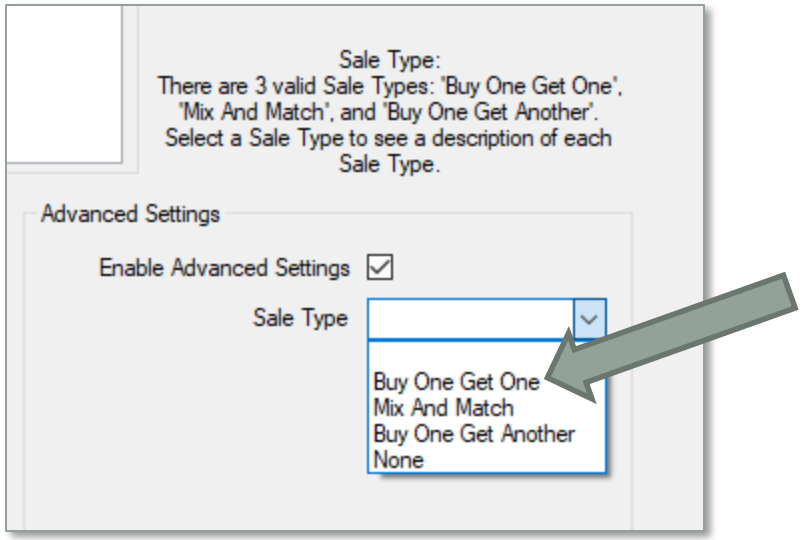
Select **Apply to all transactions** checkbox

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

Optional: Set **Date Range** of sale

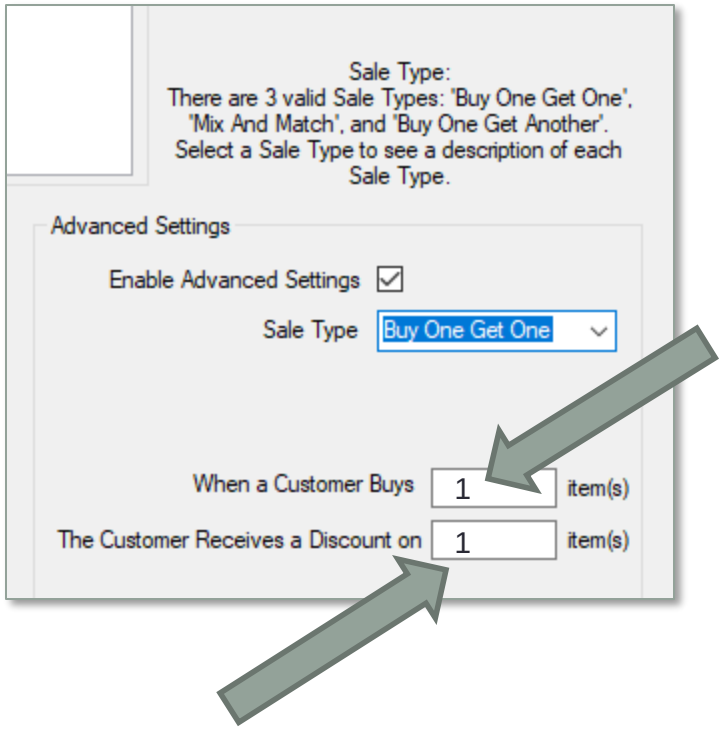
Select **Enable Advanced Settings** checkbox

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



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

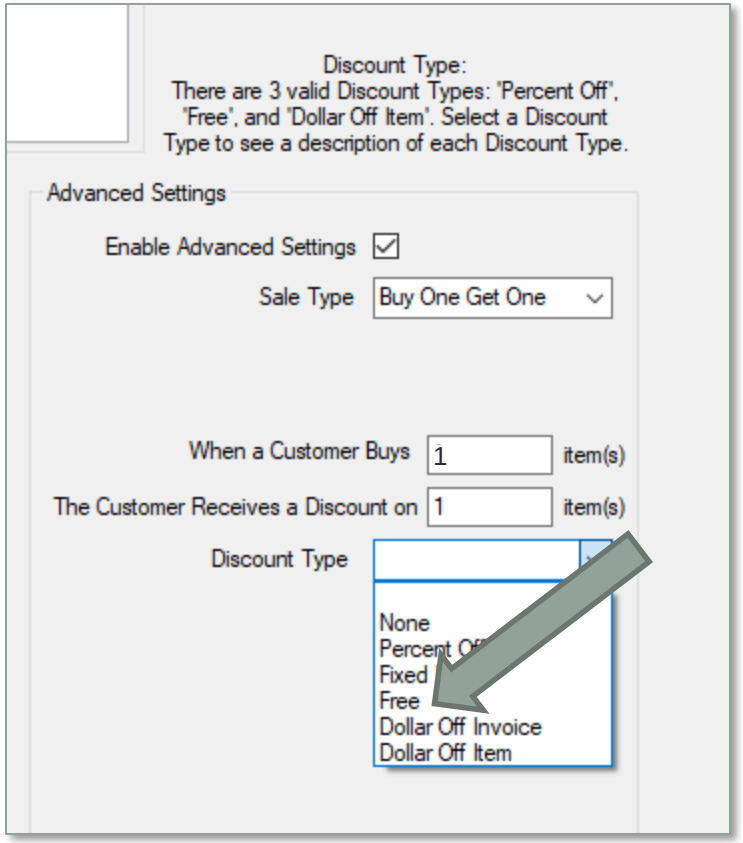
How to set up a BOGO in Paladin – Pricing Plan (step 3)



Enter 1 for buy one item

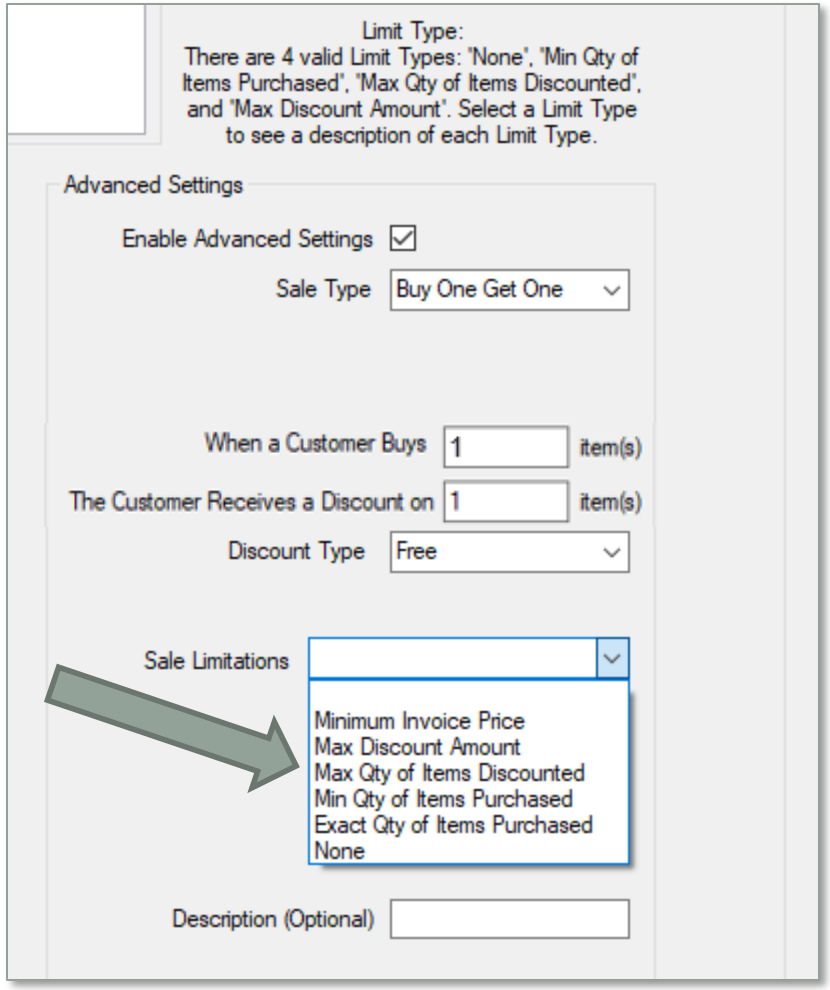
Enter 1 for receive a discount on the next item

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



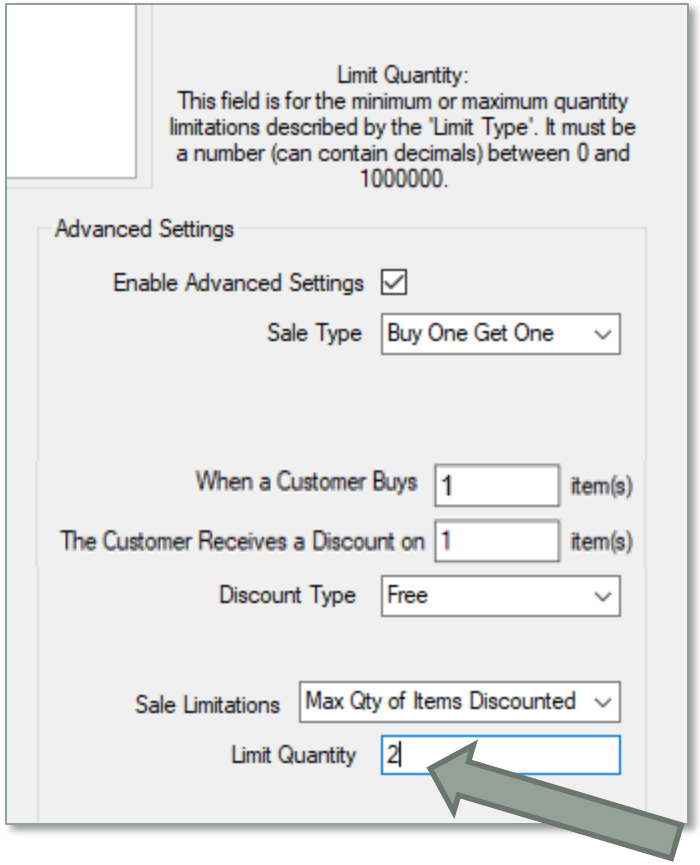
Select **Discount Type**: **Free**

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



Select **Max Qty of Items Discounted**

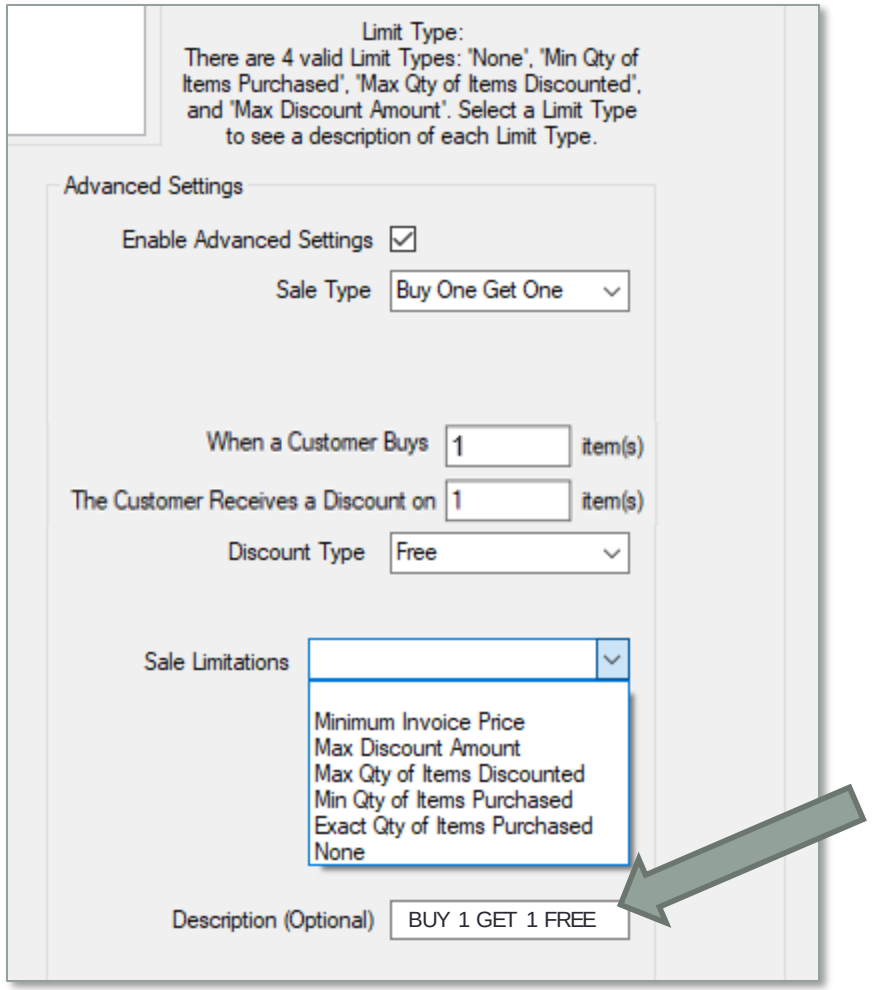
How to set up a BOGO in Paladin – Pricing Plan (step 6)



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)

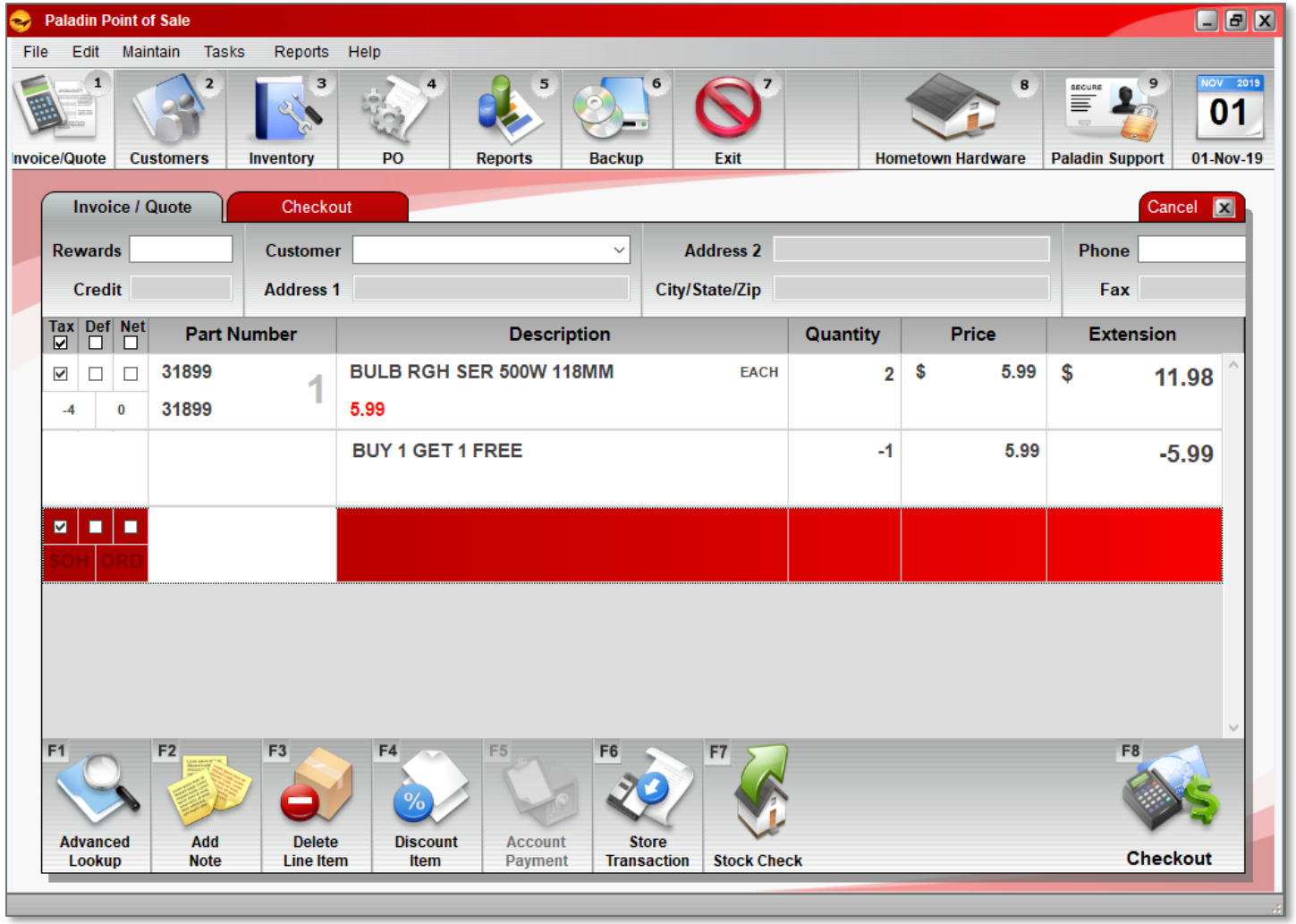


Enter a desired **Description** here:

Example: BUY 1 GET 1 FREE

This description will display under the item on the invoice.

Example BOGO item description on invoice



Learn more

Go to http:// 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)

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Check out our **Winter 2019 Release Guide** on the Help Portal.

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paladinpointofsale.com/retailscience

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Self help at:
portal.paladinpos.com

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