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Paladin can help stores join the Coupon Craze
~ Inventing Store-Issued Coupons ~

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Chief Experience Officer
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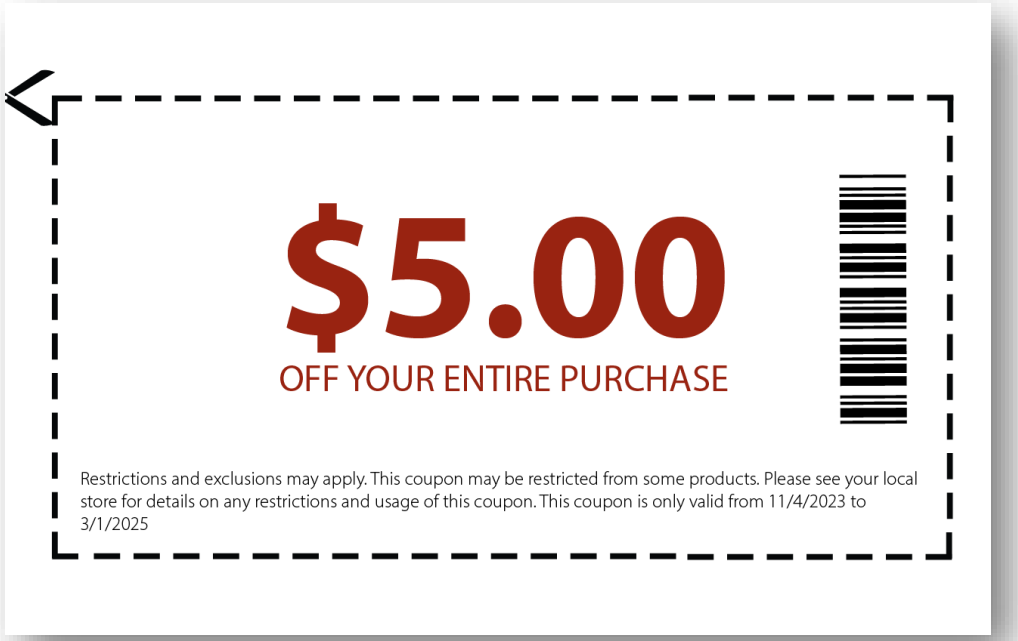
WHAT YOU'LL LEARN

- Market effectiveness of coupons.
- What coupons can do for you.
- Coupon versus promotion.
- How to create store issued coupons:
  - Creating the coupon dump SKU
  - Serializing coupons for counterfeit protection & tracking
  - The manufacturing and creative of coupons
  - Making a scannable barcode
- Issuing and redeeming store coupons
  - Issuing store coupons
  - Redeeming store coupons
  - Circular ad coupons
- Reporting on coupons

Market effectiveness of coupons

- From 2017 to 2020, between 88% and 94% of consumers used coupons for shopping.
- Studies show that 60% of consumers are likely to try a new product as the result of a coupon offer.
- 46% of consumers admit they had changed a planned purchase as the result of a coupon offer.
- 8 out of every 10 coupons redeemed are traditional print coupons.

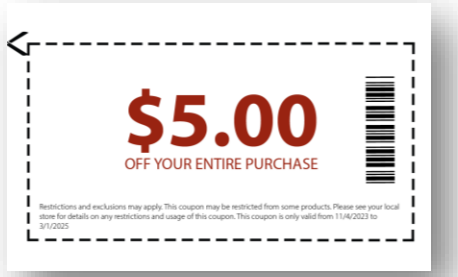
What coupons can do for you



Coupons:

- Drive customers to your business.
- Introduce your store to new shoppers.
- Entice existing customers to make unplanned purchases.
- Coax past customers to return to your business.
- Introduce new products and product lines to your business.
- Increase store/brand awareness.
- Boost a store's profit margin.

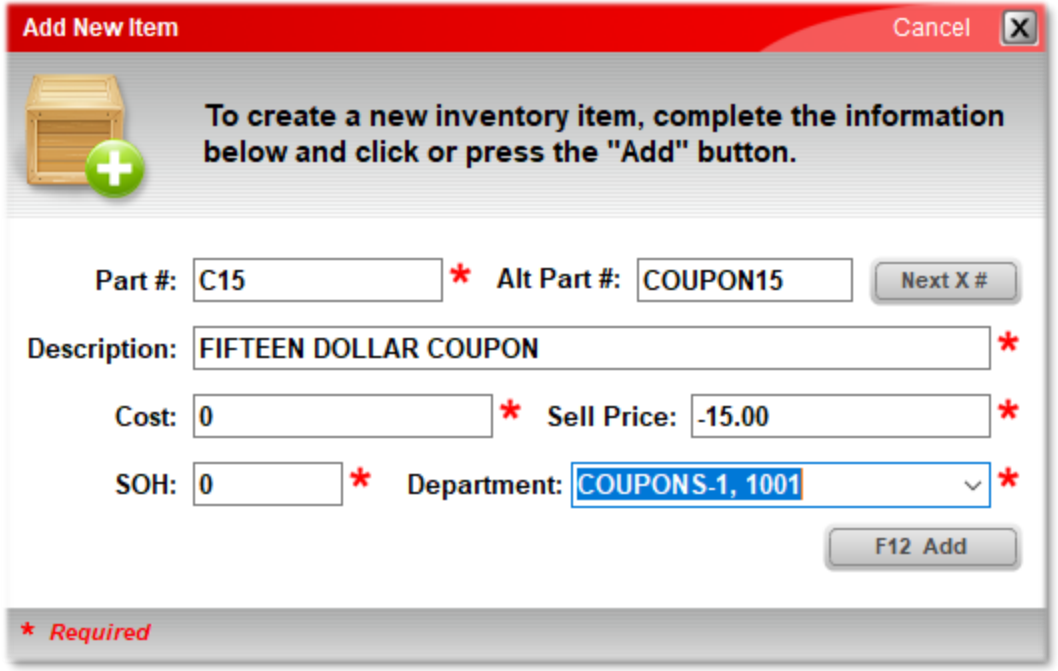
Coupon versus promotion



- A coupon is an instant credit that's applied to all items on an invoice by using a dump SKU that contains a negative price value. These coupons are usually issued in-store and redeemed by scanning a barcode at checkout.

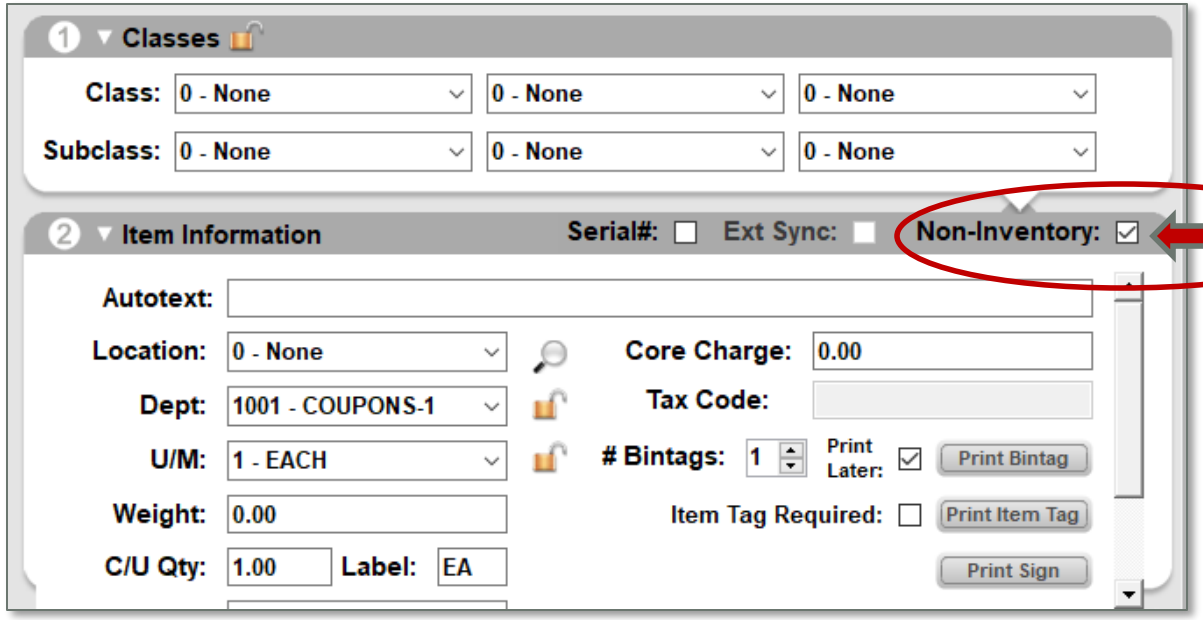
- Promotions are activated using a supplier's reward program, a sales list and/or pricing plan and may be applied to a single, few, or many inventory items on an invoice. They may be presented as a BOGO, percentage discount, or a dollar off amount and may be assigned to a single customer, group, or all transactions.

Creating the coupon dump SKU



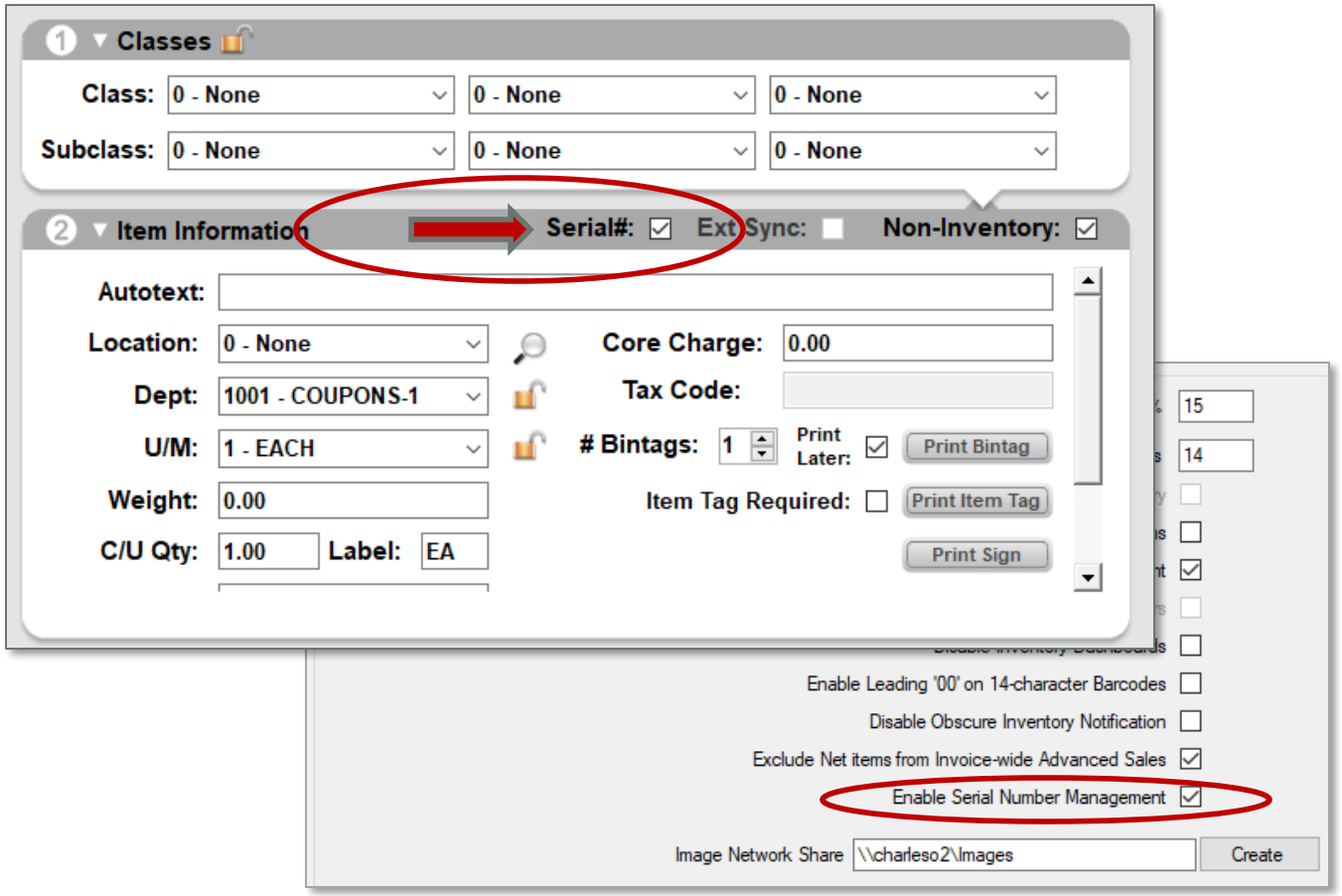
1. On the top ribbon, press the **Alt+3** key or click on the **Inventory** module.
2. On the bottom ribbon, click **F2 Add Item**.
3. Enter information in the following boxes:
   - **Part #** or department identifying code
     - Make it short and memorable, i.e., C15
   - **Description** (FIFTEEN DOLLAR COUPON)
   - **Cost** (set to $0.00)
   - **Sell Price** (coupon credit amount, i.e., -$15.00)
   - **SOH** (set to 0 (zero))
   - **Department** (use a “Coupon” department)
4. Click **F12 Add**.

Creating the coupon dump SKU (cont'd)



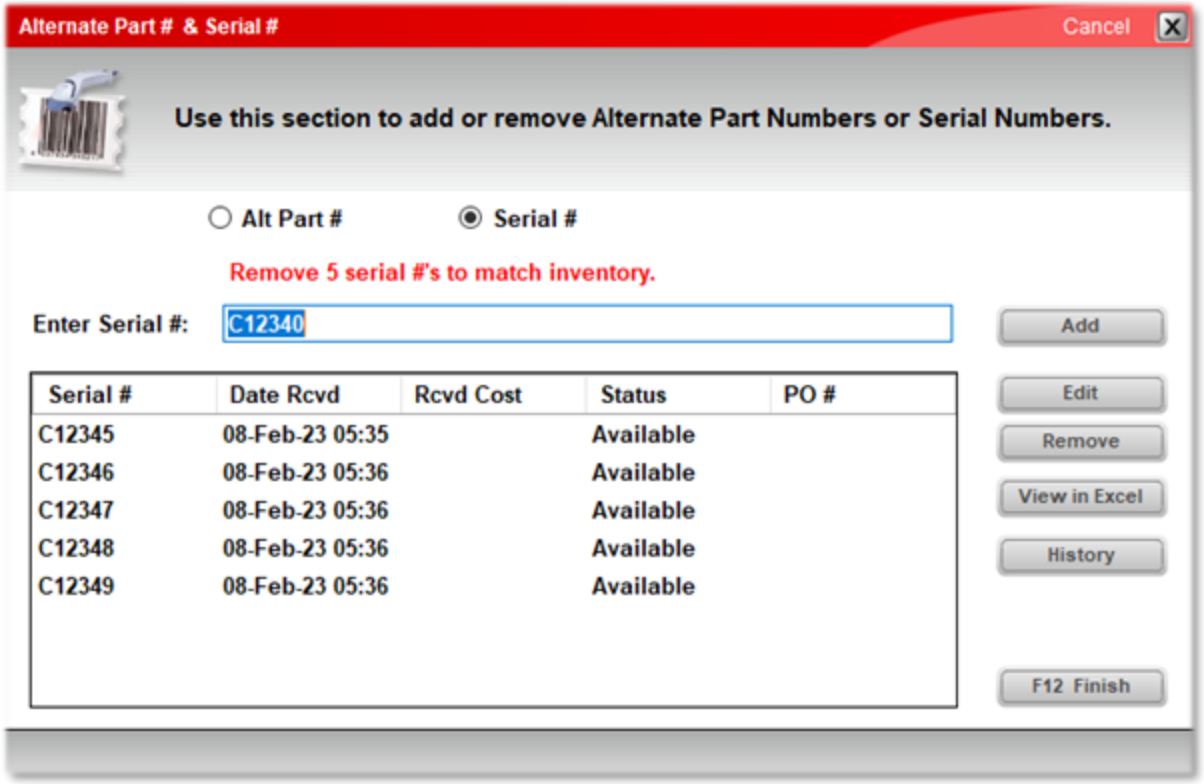
5. Next, click the **General** tab, then select the **Non-Inventory** checkbox.
6. Optionally, you may wish to enter a coupon **Class** for more refined searching and reporting capabilities.

Serializing coupons for counterfeit protection & tracking



1. Verify that serial number management is activated for your store by making sure the "**Enable Serial Number Management**" checkbox has been checked under the **File→ Setup→ Company** tab in the **Inventory** section.
2. In the **Inventory** module, select your coupon dump SKU and go to the **General** tab, then select the **Serial#** checkbox.

Serializing coupons for counterfeit protection & tracking (cont'd)

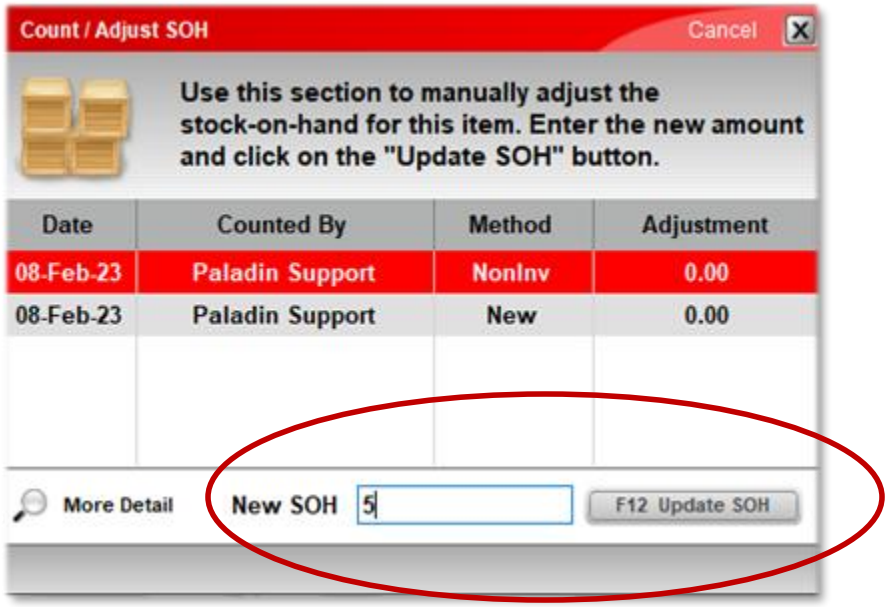


3. Click the **Serial # & Alt Part #** or press the **F6** key then select the **Serial #** radio button.

4. Enter and Add a series of sequential alpha and/or numeric values equaling the total number of coupons you are creating.

5. Next, match the quantity of serial numbers with the total number of coupons, by using the **Count/F4** feature.

Serializing coupons for counterfeit protection & tracking (cont'd)



6. The quantity of serial numbers must match the SOH (Stock on Hand). If they don't match, you'll see a **Yield** sign with an exclamation symbol.
7. Simply use the **Count/F4** feature to synchronize the SOH with the number of serial numbers entered.
8. Each serial number will represent a uniquely serialized coupon.

Before adjusting Count

After adjusting Count

The manufacturing and creative of coupons

1. Open your favorite word processing program such as Microsoft Word or Google Docs.
2. You may create any size of coupon you wish. Using 3 inches high by 8.5 inches wide makes for easy formatting and cutting on a full sheet of hard-stock paper.
3. Design your creative for the coupon and replicate it three times to fill the page (see diagram on left).

The manufacturing and creative of coupons (cont'd)

4. Cut each coupon using a paper cutter to look uniform and professional.
5. Each coupon should contain the same barcode using the coupon's dump SKU Part Number or Alternate Part Number, i.e., C15 or COUPON15.
6. Below the barcode you will want to display the unique serial number for security and tracking purposes during the checkout process.

Making a scannable barcode

1. When creating your coupons, add the alpha/numeric Part Number or Alternate Part Number of the coupon, such as: C15 or COUPON15, and add it to your creative template.
2. Next, add an asterisk at the beginning and at end of the number.
3. Then highlight the entire number including the asterisks and select a barcode font such as, **Code39L** or **Code 128**.

(Note: These fonts are always included with the Paladin program)

Issuing store coupons

Coupons can be issued and distributed to customers for any number of reasons:

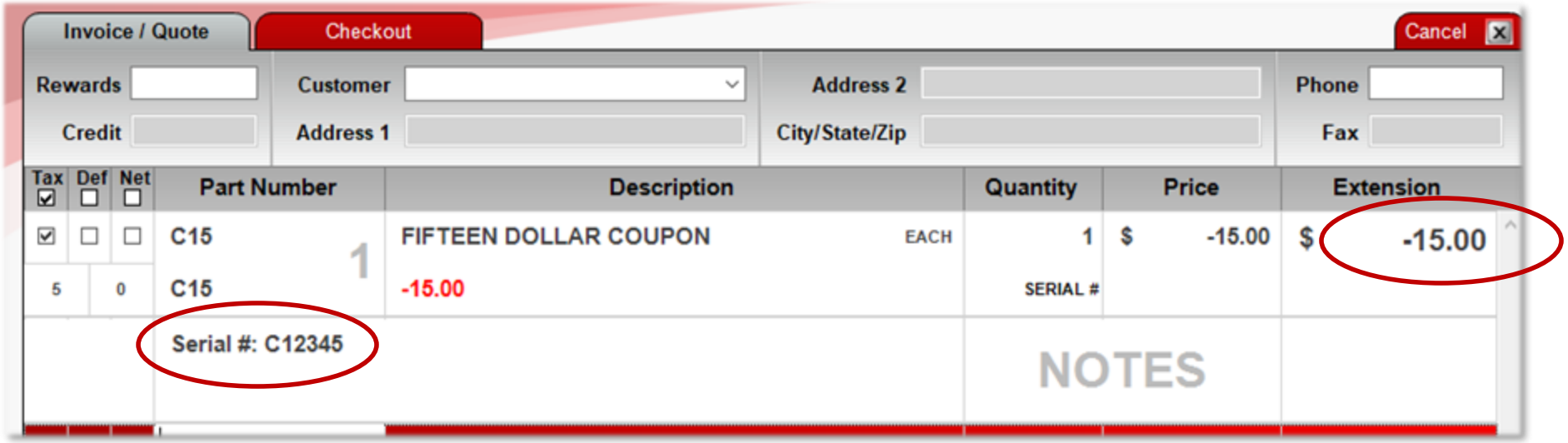
1. When purchasing certain products, i.e., Buy a lawn mower and receive a $50 coupon.
2. Customers can buy them and give them as a store gift coupon.
3. Give to customers to incentivize them to return to your store.
4. Conduct a drawing once a week for a free coupon give-away.

Redeeming store coupons

1. At any time during the checkout process, simply scan the barcode on the coupon and the appropriate discount will be applied to the entire invoice in the form of a credit.
2. The system will prompt you to select a serial number.
3. Select the serial number shown on the coupon.

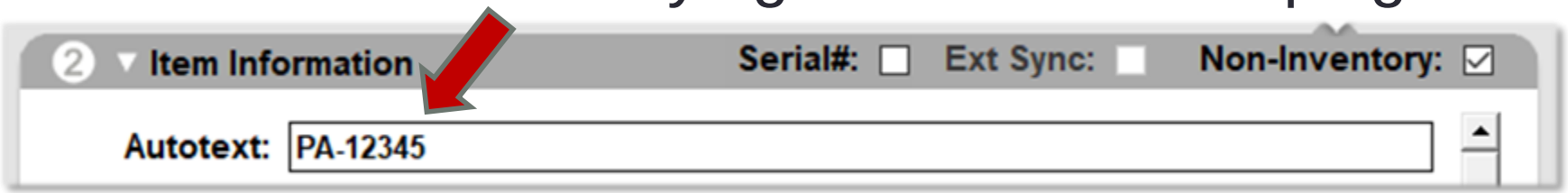
Redeeming store coupons (cont'd)

- The coupon is added as a line item displaying the full credit and the serial number of the coupon.
- The coupon is limited to a one-time use unless the serial number is properly added back to inventory. (See Knowledge Base Article, ID: 32236)

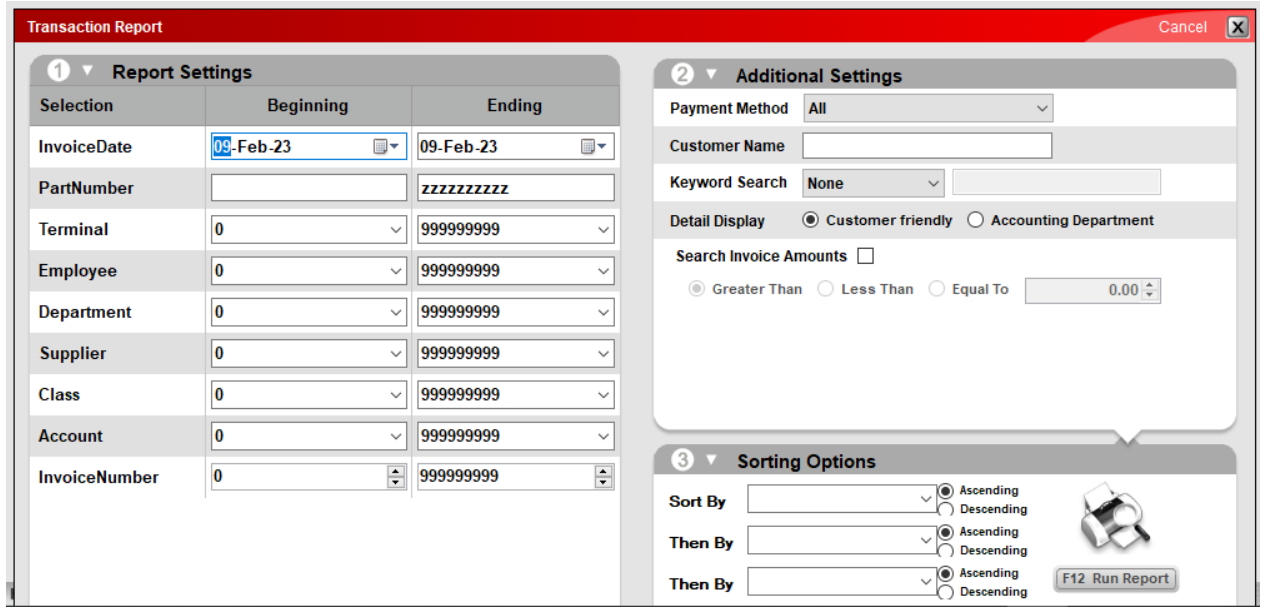


Circular ad coupons

- Cut-out coupon barcodes may be added to your print advertisements.
- The coupon on the print ad will contain one barcode per coupon, and in this case, there is no reason or purpose for serializing the barcode.
- The dump SKU coupon can contain a serial number on the **Autotext** line under the **General** tab in the inventory for identifying each sales campaign.



Reporting on coupons



- There are a myriad of reports you can run for coupons, for example:
  - Items Sold Report – history sold
  - Transaction Report – detail report
  - Inventory Count List - summary
  - Serial Number List – coupon status
- In most cases you can search by SKU, Serial #, Department, Date Range, and/or Class.

Learn More

To learn more, see the following resources in our Help Portal

- Serialization: Managing products with serial numbers
- Pricing Plans
- Sale Lists

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

Next Webinar:

Loyalty has its rewards -

Customer incentive programs

March 14, 2023 at 9am PT

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