

SalesTalk Promotion Processing TM

Product Information



- ❑ Windows based client-server application for product promotion processing
- ❑ Set-up wizard for simple promotions
- ❑ Loyalty schemes enable points based promotions to be run with redemption at order entry
- ❑ Promotions may give free products, give discounted products or give a discount on the original product (e.g. buy one get one free, buy one get second at half price, buy four get 20% discount)
- ❑ Qualifying customers may be defined by customer code, name, postcode or any attribute stored in the database
- ❑ Qualifying/associated products may be defined by product code, name, group or any attribute stored in the database
- ❑ Customer and product lists may be combined with AND and OR logic to define complex rules
- ❑ Promotions may be defined to run over a range of order or delivery dates
- ❑ A promotion may apply to a single order or be cumulative across multiple orders within the date range
- ❑ Maximum number of deals per promotion may be set by promotion, customer or operator
- ❑ Sellup targets enable the operator to be prompted as an order is entered if the customer is close to qualifying for a promotion
- ❑ Discretionary promotions may be set-up to allow the operator to decide if the customer is to receive the promotion and how many promotional items to give
- ❑ Non-stock promotional items may be defined and given as free items
- ❑ Promotions may be viewed by current, future and historical dates and if they are active or suspended
- ❑ Products may be either optional or compulsory, compulsory items must be bought to qualify for the promotion. Conversion factors allow differing sizes of products to be included in a promotion.
- ❑ Products may be attached to a group to enable complex promotions to be defined (e.g. by any two of a list of products, at least one of which must be a specific product)
- ❑ Discounted promotions allow discount by value, percentage or special price with the option to always give the best price where available

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- Scales allow different levels of promotions to be defined (e.g. buy one get one free, buy four get six free)