

Portal TI[®]

MARKETING FEATURES WITH PROGRAMMING INSTRUCTIONS

VIP Wash Coupons[™]

What it's all about:

VIP Wash Coupons are paper coupons that the customer inserts into the bill acceptor for a one-time discount (the coupons may be re-used once removed from the bill acceptor if they are not torn). The coupons may be programmed to equal the purchase of a wash, or to offer a dollar discount off a wash. This is another Unitec feature that allows you to use customer traffic at other local businesses to drive new customers to your carwash.

Marketing Tips:

- Sell Unitec VIP Wash Coupons to other businesses at a discounted price so they can re-sell or give the coupons away to their customers. They can also be sold at other stores, redeemable at your location. If you have a scanner system at your location, the VIP Wash Coupons have a UPC symbol so they can be programmed and scanned at your registers.
- Give coupons to customers who desire a re-wash.
- Check the local papers or the courthouse to get a list of recent homebuyers. Send them VIP Wash Coupons for free washes as a way of welcoming them to the community and introducing them to your business.
- VIP Wash Coupons can be sold to local charities. Donate \$1 to \$2 to the charity for each coupon sold.
- Ideas for you to customize the back of the coupons:
 - Map of your location with coupon value
 - Charity information
 - Information on a promotion going on in the C-Store
 - Information on carwash promotions (carwash club/VIP Wash Pass)
 - Detailed information on wash packages (value/importance of upgrade options)



Programming Instructions for COINCO VIP Wash Coupons™

Note: Unitec's Coinco VIP Wash Coupons are currently offered in 6 styles. You may use any combination of up to three of the coupons. The coupons are marked A, B, C, D, E and F and the corresponding numbers A=1, B=2, C=3, D=4, E=5 and F=6 should be noted for the instructions below. Please note that if you use coupon D, E, and/or F, a coupon programmer is required (may be purchased by a Unitec authorized distributor). You can program the coupon value to be either a discount or worth an entire wash.

1. From the Portal TI Setup screen, click the Discounts button to display the Discount Management screen.
2. Click the New button. When you do, the Discount Setup screen will be displayed.
3. Fill in the appropriate information for the following fields:
 - Discount Name – Enter the name of the discount for reporting purposes.
 - Default Value – Enter the amount of the discount. This value will be subtracted from the sale before taxes are applied.
 - Discount Type – Select Coupon from the drop-down menu.
 - Device – Coupon types are VIP-1, VIP-2, VIP-3.
 - Set Max Use? – Check this box to open a value box for the maximum number of times this discount can be applied.
 - Code – not applicable
 - Combine with Others – Check this box if the discount can be applied with other discounts.
 - Combine with Same? – Check this box if the discount can be used more than once per wash.
 - Discount Active? – Shows if the discount is currently turned on.
 - Packages – Apply To – Select the washes this discount will apply to from the Packages list and then click the > button to move them to the Apply to list. You must select and move each wash package individually if the discount applies to more than one wash package.
 - Use Default? – Select the wash in the Apply To screen, and then check this box to use the default discount value. If you want to give a different discount for specific washes, select them from the Apply To list, uncheck Use Default, and enter the discount value for that wash in the Discount Value box.
4. Click the Discount Messages button to display the Discount Messages Setup screen.
5. Enter the Receipt text and Greeting message details for this discount.
6. Click OK to return to the Discount Setup Screen.
7. Click the Discount Schedule to display the Discount Schedule Setup screen.

Unitec's Guide to Successful Carwash Marketing



8. Select the dates and times the discount will be applicable by clicking on the buttons beside the text boxes. Select the days of the weeks that this discount will apply by checking the boxes by the appropriate days.
9. Click OK button to save your changes and return to the Discount Setup screen.