

## Portal TI®

# MARKETING FEATURES WITH PROGRAMMING INSTRUCTIONS

## Discounts

### What it's all about:

Discounts are a reduction from the normal price of the wash. Discounts can be presented to all users at the time of purchase (as a sale price) or can be triggered by various media and given to selected customers (as coupons, cards or special codes). There are various discount types and different media for each. The following image is an example of a "special."



### Marketing Tip:

- Take advantage of the scheduling feature of discounts. Offer deep discounts during slower times and/or days. For example, schedule the "special" as shown during the nighttime hours if your wash is open 24/7.

Discount Definitions

Discount Type	Media	Description
Special	None	This discount is shown on the pricing screen to all users and requires no media. An example would be a Tuesday special for a particular wash package.

Discount Type	Media	Description
<b>Point Of Purchase (POP)</b>	Register, Pump	These are the discounts related to selling codes by an external system. The Register and Pump identify where the discount was taken.
<b>Coupon</b>	VIP-1, VIP-2, VIP-3 and Code	These are discounts that the user can present at the time of purchase.

The system supports an unlimited number of discounts, and multiple discount programs can be in effect at the same time. The discount “rules” are as follows:

- Only one “special” (a sale) can be active at a time. The system will check and prevent overlaying specials.
- Some discounts can be defined as combinable as shown in the table below. If the user presents multiple discounts that can be combined, then discounts will be accepted until the price is zero.
- If two discounts are presented that cannot be combined, then the highest discount will be accepted.

**Valid Discount Combinations by Type**

	Special	VIP Coupon	Code Coupon	POP
<b>Special</b>	N	Y	Y	Y
<b>VIP Coupon</b>	Y	Y	Y	Y
<b>Code Coupon</b>	Y	Y	N	Y
<b>POP</b>	Y	Y	Y	N



## Programming Instructions for Discounts

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 the type of discount from the drop-down menu. Values are Coupon, Special and POP.
  - Device – If Discount Type is Coupon, the types are VIP-1, VIP-2, VIP-3 and code. If Discount Type is POP, the types are Register and Pump (indicating where the discount originated for reporting purposes). If Discount Type is

Special, there will be no device.

- Set Max Use? – Check this box to open a value box for the maximum number of times this discount can be applied.
  - Code – Enter the code that activates the discount (if 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.
  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.
  10. Click OK to return to the Discount Selection screen. The discount you have just defined will now appear on the list of discounts you have defined.