

# PROMOTIONS

for Retail Pro® 8.6 and 9.2



## Retail Pro Promotions adds Flexibility to your Pricing Model

### Overview

Today's consumers seem to be more cost-conscious than in any other time in recent history. Even luxury shoppers want to know they are getting the best price on high-value items. Many retailers, therefore, respond with customized promotional offers and customer pricing programs to stimulate sales. But without the proper retail management software, promotions can be challenging to manage and their true business impact is difficult and time consuming to measure.

Retail Pro Promotions functionality helps retailers like you manage and track all your promotional offers. Promotions can be created and applied automatically at point of sale based on the customer, items, price levels, etc. Retail Pro Promotions can assist you in creating many customer-inspiring pricing strategies.

### Easy Management and Control

Retail Pro is well known in the industry for providing flexibility and control to meet the needs of retailers everywhere. The Promotions module allows you to set criteria and priorities based upon how your promotions types are applied. You can control whether a promotion is applied in your or your customer's favor, whether multiple promotions can be applied in a single transaction, and how your promotions are applied at different store locations.

Your management and control is not limited to just the logistics of the promotions. Security profiles allow only those authorized managers or employees to set up the promotions in Retail Pro. Other sensitive information, like product cost, can also be restricted or allowed to selected individuals based on your security profiles.

### Available Promotions:

#### Date-Based Promotions

Our date-based promotions enable you to define discounts that are applied to specific items in a specific date range commonly used in seasonal, weekend, or other special event sales.

#### Customer Discounts

A variety of customer-based discounts can be set up within the Retail Pro Promotions module to support special groups like VIP customers, store club members, student programs, friends & family, etc.

#### Coupons

Percentage-based or amount-specific coupons can be created for specific departments or vendors, a selected item or group of items, and for transactions that exceed a specific amount.

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## Serious software for serious retailers™

### Buy One Get One (BOGO) and Quantity Discounts

Among the most popular promotions in retail, these enable you to define a quantity range, conditions, and the discount to apply and date range. They can be used for promotions like "Buy One, Get One Free" or "Buy Three for \$50 - normally \$20 each".

### Gift Promotions

Gift-based promotions allow you to inspire customers by offering a free gift when certain purchasing criteria are met. For example, a customer visits your store this weekend and receives a free gift with any valid purchase.

### Compatibility and How to Buy

Retail Pro's Promotions module is available now for both Retail Pro v8.6 and v9.2. Consult with your authorized Retail Pro business partner for pricing, configuration, and to ensure specific version compatibility.

### About our company

Retail Pro International, LLC, is a global leader in Point of Sale, Store Operations, and Back-Office software applications for the specialty retail industry. Through its highly-specialized provider network, Retail Pro is delivered locally and supported regionally through approximately 90 offices worldwide. More than 35,000 retail stores in 63 countries using 18 different languages trust Retail Pro® to manage their operations; from single stores to prestigious, multinational retailers, Retail Pro is the proven global solution for serious retailers worldwide.

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