



# POSitive Tips

JUNE 4, 2007

VOLUME 2, NUMBER 5

## Cash In On Coupons

Customer's love coupons. Reward them with a coupon to build loyalty, smooth over misunderstandings, and generate new business. POSitive's Coupon Manager makes it so easy to redeem and monitor both store and manufacturer's coupons. Just scan the coupon while invoicing and POSitive will do the rest.

PRM & PFW  
TIP OF THE MONTH

### Store & Manufacturer Coupons

- 1) Create a Coupon
- 2) Set the value of the coupon
- 3) Identify which inventory items are valid for the coupon
- 4) Make sales by adding the coupon SKU to the invoice
- 5) Run Reports on how many coupons were used and how much revenue they generated

### Discover Coupon Manager

Coupon Manager's coupons are actually inventory items with much more functionality than the standard CTRL-C(oupon) command applied at an invoice screen. The Coupon Form allows you to name and define an unlimited number of your own coupons.

The screenshot shows the 'Coupon Form' window with the following fields and callouts:

- Callout E:** Points to the 'Exclusions [F3]' tab.
- Callout C:** Points to the 'Department: Admin' and 'Category: Store Coupon' fields.
- Callout A:** Points to the 'Coupon Type' section, where 'Dollar Off' is selected and the amount is '5.00'.
- Callout B:** Points to the 'Apply To:' section, where 'Entire Invoice' is selected.
- Callout D:** Points to the checkbox 'Do not apply to Items with Price Breaks'.

(A) The coupon can be either a set percentage off or a set dollar value off.

(B) The coupon is valid only when specific criteria are met.

- Set an Expiration Date
- Determine which inventory items qualify by selecting SKUs, Departments, Categories, or even Vendors
- Distinguish between Store and Manufacturer coupons so that you collect the proper sales taxes.

(C) Assigning the coupon to a category facilitates comprehensive reports based on date range, categories, and departments.

(D) Options to not apply the coupon to items already being discounted with price

breaks and/or promo pricing keeps profits in your pocket.

(E) Save time and money by flagging “excluded” items which should not be discounted even if all other items in the category qualify.

### **How Coupons Are Applied To The Invoice**

When an invoice is created, you simply scan the SKU of one or more coupons which are predefined in this Coupon Manager list.

- TIP: set an Invoice Button to call up frequently used coupons.
- If qualifying items are on the invoice, then either the line Discount field or a Dollar Value will be calculated and added to the invoice.
- The coupon can be added at any time, and the line entry will be updated as more qualifying items are added to the invoice.

### **Need Coupons? Print Coupons On Demand**

Did you know the POSitive can print a coupon to your 40 column receipt printer whenever the invoice includes selected inventory items? Learn more about POSitive’s Advanced Printing feature in the Help File.

Or, you could design a fancy inventory label to include your company name and logo and print them to a laser or color ink jet printer.

### **Any Question?**

More information about coupons can be obtained from your dealer or by reviewing the online Help files.

### **Why should you switch from PFW to POSitive Retail Manager?**

Now is the time to upgrade your POSitive For Windows (PFW) to POSitive Retail Manager (PRM 5.1) which is the newest generation of POS software.

PRM is built around Microsoft’s SQL, a robust and scalable database. SQL allows PRM to work with many popular third-party programs such as Crystal Reports. All the familiar features of PFW are still there, but with an improved, streamlined user interface.

PRM boasts several new features: Touchscreen support is built-in and now utilizes “Fast Tender”; Advanced Search rapidly finds customers and inventory; Combine Same SKU saves receipt paper; store Divisions categorize sales; invoices and reports convert to PDF documents; and data can be exported to various formats.

Enhanced multi-store functionality gives the master store access to ALL data and data replication allows off-line computers to sync with the server at reconnect. Discover POSitive Reminders, Customized Printing with Crystal Reports, and the new POSitiveCommerce with fully integrated credit card processing.

Talk to your dealer right away about getting the new PRM with the power of SQL.

#### ***Additional Tips:***

***See the Help File for  
ADVANCED  
PRINTING***

***INVOICE BUTTONS***

***LABEL DESIGNING***

**POSitive Software  
Company**

[www.gopositive.com](http://www.gopositive.com)

Sales  
800-735-6860  
Support  
866-368-2266