In this course, you will learn how to set up a promotion of bundled items, offer a discount on the highest priced item in a transaction, and create tiered discounts based on the amount a customer spends.

Let's open Maintain Dynamic Promotions and get started!

Open the Dynamic Promotion Maintenance Viewer and click 'Add'.

Highlight the Type 5 Promotion and press 'OK'.

This is often referred to as a 'Bundle Type' promotion, because Customers must buy all the items in the bundle to receive the discount.

You can choose from a 'Percent Off Per Item' or a 'Fixed Price Per Item'. In this example, we will select Percent Off to offer a discount on some outdoor grilling supplies.

As in other dynamic promotions, you have to decide if you're going to require the presentation of a Coupon in order for the customer to receive the discount,   how many Times you'll allow the promotion on a particular transaction,   if the sale is limited to your Loyalty customers, and how the sale will be Recorded.

Press 'OK' to move to Step 4.

Enter a Description for the promotion. Eagle will use this and the items you enter at the right to create an Item List.

We selected 'Percent Off Per Item' so enter the amount here.

If you selected 'Fixed Price Per Item' in the previous step you would enter the discounted price for each item in the bundle.

Bundled promotions must include at least 2 items, but up to 6 can be entered here.

Eagle creates an Item List from this information, so if you want to add additional items to the bundle later, you can.

Enter each SKU for the items in the bundle.

For this example, let's include a grill, grill cover, and an LED grill light.

Remember, items with lumber-type records or multiple selling units can not be included in a Dynamic Promotion, nor can Kit record items.

Review or edit the message that you want printed on the receipt, if any, then press 'OK'.

Schedule the promotion by entering the RUP parameters, or change 'Activate Now?' To a 'Y'.

You can always use the Schedule button in the Maintain Dynamic Promotions Viewer to modify the activation information.

The next promotion we're going to talk about 'offers a percent discount' or a 'dollar amount off of the Highest Priced Item' in a transaction.

For example, you might offer 20% off an item that is less than $100,   or $10 off of an item that is less than $50.

Since this promotion applies to all items with the 'Discountable' field in IMU set to 'Yes', , you will want to make sure that you're setting proper limits.

If you're offering, say, 20% off a single item, you may want to set a 'Maximum Item Price'. The higher the dollar value of the merchandise, the larger the discount amount. If these items have a narrow profit margin, this level of discount could have an adverse affect.

On the other hand, if you're offering $5 off, you may want to set a minimum item price of $20 so you're not giving an item away for free.

You can also set a Range for qualifying items by entering both a Minimum and a Maximum Item Price.

Decide on the use of a Coupon Sku, the Times allowed Per Transaction, limiting the promotion to Loyalty Customers and how to Record the sales.

Press 'OK' to move to Step 4.

Alter the Description if needed.

Determine what percentage to offer off of the Highest Priced Item within your set Range.

As an added fail-safe, a 'Maximum Discount Amount' can be entered.

Press 'OK'.

Finally, enter the activation information, and this promotion is complete.

In our example, when a customer purchases merchandise   while this sale is Active,   they will receive a 20% discount   on the Highest Priced Item   that has a Retail Price between $20 and $50.

The 'Discount off Discountable Total' offers tiered discounts based on how much a customer spends on discountable merchandise. These are SKUS with the 'Discountable' field in IMU set to 'Yes'.

Unlike other dynamic promotions, it is taken as a trade discount.

This discount can vary by tier.

For instance, we could offer a 10% discount on purchases up to $99.99   and a 15% discount for purchases over $100.

Enter the 'Minimum Purchase' required to receive the discount. We will set this at $75 for our example but you could leave this field blank.

You will need decide how many Tiers your sale will have. Our example requires 2.

Determine if a Coupon is required and if you would like to limit this to your Loyalty Accounts.

Click 'OK'.

A default description appears. Edit it as needed.

Since we are using 2 tiers, there are 2 sections on the right.

Using the example we started with, let's enter $99.99 as the top limit of tier 1.

We'll leave the promotion at 'Discount Percent' since we're offering 10% off at this level.

The second tier automatically begins at 1 cent more than the limit of Tier 1, so it will begin at $100.

We're offering 15% off of purchases over $100 and we want to keep this to between total purchases of $100 and $200. To do this we enter 200 here.

Press 'OK' to move to Step 5.

Enter the 'Percent' off for each Tier.

In this case 10 for Tier 1   and 15 for Tier 2.

Press 'OK'.

Then schedule the promotion or save it and activate later using the Schedule button in the Maintain Dynamic Promotions Viewer.

As you can see, you can create several powerful promotions using Types 5, 6 and 7.

Take some time to practice creating these sales so that you can become familiar with the steps and choices.

Remember, you don't have to activate a promotion,   and you can always delete it from the viewer when you're finished.