



In this course, you'll learn how to configure the options and add the related SKUS to implement these three promotion types.

Dynamic Promotion Types 8 through 10 include a tiered discount, an instant rebate, and a gift card reward.

Let's begin with the required sku set up.

Type 9 Dynamic Promotions require the use of a Credit SKU.

When the qualifications for receiving the Instant Rebate are met, the Credit SKU will automatically be added to the transaction to reduce the total amount due.

So if the instant rebate is \$5, [pause] when the customer purchases the required items from the Item List, Eagle will add the Credit SKU in the amount of \$5 and the customers total will be reduced by \$5.

In IMU, add the SKU. We recommend using a name that describes the promotion it will be associated with.

Note which stores will use it [pause] and the Department it will reside in.

In the 'Location' field enter the letters 'CRED'. This is a crucial step that allows this SKU to interact with the Eagle Dynamic Promotions software.

Press 'Add'.

On the Codes tab, and set the 'Promo Sales Code' flag to 'C'.

Price Rounding will be set to Option 2 so that the rounding table is not used.

'Keep Stock' and 'Discountable' will be set to 'N'.

If you want to charge tax based on the original total, then set the 'Tax Status' flag of the Credit SKU to 'N'.



If you want to charge tax based on the final discounted total, then set the flag to 'Y' for Yes.

The 'Keep Prices' flag will be set to 'Y' so that we can specify the replacement cost and Desired GP.

Press 'Change' to save these settings.

Open the 'Pricing' tab and update the 'Replacement Cost' field to the value '.001'. This is the lowest amount allowed.

The 'Desired GP%' will be set to its lowest limit at '.01%'.

Click 'Change' to save your updates.

Gift cards can be used in the Type 8 Promotion, and are required for the Type 10.

You will need to set up a Dynamic Promotion Gift Card SKU that is separate from the Gift Card SKU you use to sell or activate gift cards.

We recommend using DPGIFT.

Use the department you assigned to all gift cards, [pause] determine which stores will utilize this SKU [pause] and press 'Add'.

On the Codes tab, Enter 'N' in the 'Tax Status', 'Keep Prices', 'Keep Stock' and 'Discountable' fields.

Set the 'Special Record' field to 'M', Miscellaneous Item to have the sale of a gift card recorded to non-merchandise sales.

Click the 'Additional Codes Flags' hyperlink, and set the 'Gift Card SKU' field to 'Y'.

Press Change to save.

You will also need a SKU to offset the DPGIFT sku in Point of Sale. We recommend using GCOFFSET.



These two SKUS will balance each other out resulting in a zero dollar amount transaction used only to activate the Gift Card.

Enter a description that reflects that this is the offset SKU. For example, 'Gift Card Offset Credit'.

Enter the Department you use for Gift Cards and indicate which stores the SKU will be found in.

At 'Location', type CRED.

Press the 'Add' button.

On the Codes tab, set the 'Promo Sales Code' field to 'C'.

Set the 'Keep Stock', 'Discountable' and 'Tax Status' fields to 'N'.

Keep Prices will remain 'Y'.

Price Rounding is changed to '2'.

Click 'Change' to save these options.

On the Pricing tab, do the following:

Set the Replacement Cost field to .001.

The Desired GP% field will contain the value .01%

Again, click 'Change' to save.

Now, make sure that DPGIFT is displayed and open the Miscellaneous Menu.

Choose Option 'W', 'Related SKU Viewer'.

This is where you will link the gift card SKU with its credit SKU.

Press Add and then select number 4, 'Sells With' and Press 'OK'.



Make sure DPGIFT shows up as the Parent SKU.

Then enter the offset sku, GCOFFSET, in the 'Related SKU' field.

Set the 'Compute Price' flag to 'P' and enter 100 in the '% of Parent SKU's price' text box.

Click 'OK'.

The relationship is displayed in the Related Sku Maintenance Viewer.

Now, when the Gift Card reward is reached, DPGIFT and GCOFFSET will be added so that the card can be activated without any change to the dollar amount of the sale.

Type 8 promotions are very similar to type 7 as both support Tiered Discounts based on how much customers spend in your store.

However, Type 8 bases the promotion on the total transaction, including non-discountable items.

Since this promotion is based on total sales, you can specify a minimum purchase to qualify for the promotion.

Enter the number of tiers you will be using. We will use 2.

If you are requiring a coupon, enter that SKU here and then determine if this applies to Loyalty customers only.

Click 'OK'.

Let's set the upper limit of the first tier to \$99.99 and offer a 10% discount.

For the second tier, we will offer a gift card for 15% of the total purchase.

Since gift cards must be between \$5 and \$250, you will need to make sure that the upper limit is set to reflect this.

If we set the limit to \$500, the maximum amount the gift card could be valued at is \$75.



Now enter the discount percent for each tier.

Press 'OK' to move to Step 6.

Notice that a new field appears at the bottom of the window.

Enter the GCOFFSET credit SKU.

Activate the promotion now, configure the RUP settings or press 'OK' to save and schedule at a later time.

The next promotion offers customers an Instant Rebate.

Determine how many of the items on a specified Item List will need to be Purchased to get the rebate in the 'Quantity to Purchase' field.

Enter your 'Credit SKU', [pause] determine if a 'Coupon SKU' is required, the number of 'Times Per Transaction', 'Loyalty Only' and 'Record As' settings.

Press 'OK'.

Enter a 'Description' if you want something other than the Item List name, then select your List.

Enter the Rebate Amount. We are offering 5\$ when 3 of the SKUs on our Item List are purchased.

Update what will 'Print on Receipt' for this promotion and press 'OK'.

Activate or schedule this promotion to begin at a later date.

When three items from our Item List are purchased the \$5 rebate will be deducted automatically from the transaction.

With a Type 10 Dynamic Promotion, instead of giving customers a discount on their purchases, you can give them a Gift Card.



They now have to come back to use that gift card in your store.

Enter the quantity of items that have to be purchased and determine how many times this promotion can be used on one transaction.

Adjust 'Coupon SKU', 'Loyalty Only' or 'Record As' if needed and press 'OK'.

Select the Item List in Step 4, and change the description if desired.

Set the fixed 'Gift Card Amount' that the customer will receive if they purchase the designated number of items from your Item List.

Make any needed modifications to what will print on the receipt and press 'OK'.

Activate or schedule this promotion to begin at a later date.

When the correct number of items are purchased from the Item List, the cashier will be alerted that a Gift Card has been earned and prompted to activate it.

As you can see there are many options for attracting new customers and building customer loyalty using Gift Cards and Instant Rebates.

Be sure to properly set up any needed credit SKUs or gift card SKUs before you begin using Dynamic Promotions Types 8, 9 or 10.