

**Question:** *What is the difference between a Coupon SKU and a Credit SKU?*

A **Coupon SKU** can be used to require the customer to present the physical document or to verbally give the cashier the SKU number to be able to receive discounted or free merchandise. This is required for Dynamic Promotion Type 4.

In Inventory Maintenance this is designated as a 'POS No charge SKU' that does not retain a retail price or an on-hand value.

The SKU is entered in Eagle POS and has a zero dollar retail price. Once posted, this triggers the discount if the conditions outlined in the Dynamic Promotion have been met.

The promotion pricing can be seen by selecting the 'Misc.' Menu in Point of Sale and choosing option A, 'Dynamic Promotions Pricing'. The customer's total will reflect any discount percentage, dollar amount or free goods.

Line#	Part#	Description	Qty	Price	Sugg Price
1	TOD1000	AA BATTERIES PAK99	1.00	3.99	4.99

Promo Savings 1.00

Requiring a coupon is useful to:

- Obtain New Customer Accounts
- Reactivate Old Customer Accounts
- Entice Competitor Accounts
- Offer a Code via Social Media
- Reward Targeted Groups
- Build Store Traffic



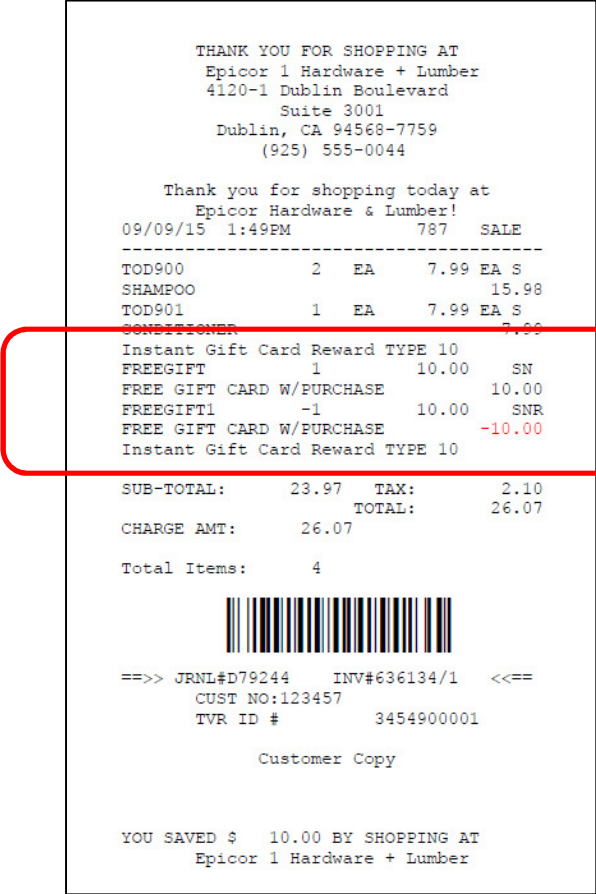
A **Credit SKU** has several uses and is required for Dynamic Promotion Types 8, 9 and 11.

To manage your credit SKUs, you can enter a description that reflects the promotion. For example, '5.00 Rebate for Weed & Feed'.

If you want to charge Sales Tax based on the original total, then set the 'Tax Status' flag of the Credit SKU to 'No'. This will prevent a negative sales tax amount from being calculated for this SKU thereby reducing your tax liability.

If you want to charge tax based on the final *discounted* total, set the 'Tax Status' flag of the Credit SKU to 'Yes'.

Credit SKUs are used in Type 8 and Type 10 Dynamic Promotions to offset the Gift Card earned and result in a zero value in Point of Sale.



**Question: Can a Coupon and Credit SKU be used on one Dynamic Promotion?**

Yes. You always have the option to require a Coupon for your Promotion except for Type 4 where it is required to do so. Types 8, 9 and 11 also require the addition of a Credit SKU.

Additionally, if your state requires tax to be collected on the regular price (rather than on the discounted price), set up a credit SKU to use with your Dynamic Promotion. After adding the promotion, locate it in the Dynamic Promotions Viewer. Click 'Change' and in the 'Credit SKU' field, enter the Credit SKU so that tax will be calculated based on the pre-discount amount.

Change Dynamic Promotion - Get 1 at 'x' Amount Off with Coupon

Promotion	<b>BATTERY 1 DOLLAR OFF</b>	<input type="button" value="OK"/>																		
Description	<input type="text" value="BATTERY 1 DOLLAR OFF"/> <small>- You must enter a description.</small>	<input type="button" value="In Stores"/>																		
Coupon SKU	<input type="text" value="DOLLAROFF"/> <small>- The coupon SKU is required.</small>	<input type="button" value="Loyalty"/>																		
Times Per Transaction	<input type="text" value="1"/> <small>- Blank=No Limit, Max=9999</small>	<input type="button" value="Qualifying"/>																		
Loyalty Only	<input type="text" value="N"/> <b>No</b>	<input type="button" value="Cancel"/>																		
Record As	<input type="text" value="P"/> <b>Promotion</b>																			
Promo Codes	<input type="text"/>																			
Priority	<input type="text" value="5"/> <small>- 1 (highest) and 5 (lowest), controls the order of processing.</small>																			
Credit SKU	<input type="text" value="CREDITSKU"/> <small>- Enter the credit SKU</small>																			
Promotion Restriction	<input type="text" value="E"/> <b>Eagle Only</b>																			
In Stores	<b>ALL</b>																			
Qualifying Purchases	<table border="1"> <thead> <tr> <th>Promo</th> <th>Promo Key</th> <th>Disc Key</th> <th>Man Prc</th> <th>Matx 1-5</th> <th>CPP</th> <th>Qty Brk</th> <th>Open Quote</th> <th>Non-Disc.</th> </tr> </thead> <tbody> <tr> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> <td>No</td> </tr> </tbody> </table>	Promo	Promo Key	Disc Key	Man Prc	Matx 1-5	CPP	Qty Brk	Open Quote	Non-Disc.	No	No	No	No	No	No	No	No	No	
Promo	Promo Key	Disc Key	Man Prc	Matx 1-5	CPP	Qty Brk	Open Quote	Non-Disc.												
No	No	No	No	No	No	No	No	No												



**Question: How do I set up a Coupon SKU?**

Coupon SKUs are set up in Inventory Maintenance (IMU). Use a name that identifies the function of your SKU. In the example below we used DOLLAROFF. You could use the same Coupon SKU on more than one promotion or create an individual SKU for *each* promotion.

The 'Keep Stock' and 'Keep Prices' fields on the Codes tab will need to be set to No.

Click the 'Additional Codes' hyperlink and set the 'POS No Charge SKU' field to Yes.

The screenshot displays the Epicor Inventory Maintenance (IMU) interface for setting up a 'DOLLAR OFF COUPON SKU'. The main window shows the 'Stocking' tab with various fields for quantities, stocking levels, purchasing, and activity. An 'Additional Codes Flags' dialog box is open, highlighting the 'POS No Charge SKU' field set to 'Y'. The 'Codes' tab in the background shows 'Keep Stock Info' and 'Keep Prices' set to 'N'. The 'Additional Codes' section at the bottom of the 'Codes' tab is also highlighted.