In today's competitive retail environment, it is important that you have the ability change pricing and promote your items when it makes business sense.

Eagle N Series offers several tools to use promotions to increase both sales traffic and volume.

In this class, we will discuss the critical planning phase along with a demonstration of how to add, modify and activate a promotion.

We will also take a look at the analytics the system provides to give you the ability to measure promotional performance against your business targets.

A Promotion is temporary pricing that starts and ends on a specific date.

First you must define the duration of the promotion, [pause] then identify the items that will be part of it, [pause] and then print new price labels and create signage.

Once this is done, you need to activate the promotion for the temporary prices to be displayed at Point of Sale.

The system can automatically deactivate the promotion and provide you with an Alert so that you can adjust signage.

Be sure to review the documentation found in the course materials section that lists the related options and security bits associated with promotion maintenance.

You should also review the Label Design and Printing Course Suite.

As with every other business decision, before you create a promotion, it's important to have a strategy. Which of these are items to consider? Check all the ones that apply to your store.

• Why do I want to have a sale?

• Which customers should I target?

• What types of items do I want to promote?

- How can I reach my target customers?

- When should my sale begin and end?

Those are all valid points. Be sure to think through them before creating your sale. Press continue to learn how to use the MIP function.

We will begin by launching the Modify Item Promotions application found under the Inventory Pricing menu.

You can also open this application by typing 'MIP' here.

Notice that the Modify Item Promotions screen is a grid, which means that it has all of the standard grid functionality.

You can create promotion files by adding one item at a time with the 'Add' button. [pause]

You can also use the 'Viewer' to load entire item categories such as Department, [pause] Class or [pause] Primary Vendor.

We will begin by pressing the Add button.

A dialog box displays.

Specify the store you want to add this promotion to.

Next create a name for your sale in the 'Promotion Type' field.

The promotion duration must be indicated in the Start Date and End Date fields.

In the SKU field specify the item you want to add to the promotion.

You now have a choice of how to determine the promotional price.

This can be done by adding a specified Promotion Price, [pause] a 'Percentage Off Retail' [pause] or 'Dollar Off Retail'.

Only one of these three fields needs to be filled in.

If you want to group promotions for reporting purposes you can do so using the 'Promotion Codes' field.

The checkbox labeled 'Preserve price/percent/dollars off' can be checked if the same pricing strategy will be followed for all items added under this promotion.

Indicate the maximum number of units that can be sold with this promotional pricing. This can serve as a ceiling and once reached, the regular customer price will apply.

Besides the Start and End Date N Series customers can also specify the Time this promotion is active.

A good example for such a promotion would be a Black Friday sale.

You could offer early bird pricing from 6 to 10am and indicate the 'Timed Promo Price'.

If you have a loyalty program in place, you can create promotions strictly for loyalty members.

You can also specify the 'Loyalty Level' that qualifies for such pricing.

And finally, you can specify the 'Promo Description' name.

Click OK when done.

Continue adding items or press 'Cancel' or Escape to close the dialog box.

On Software Release 25.1 and higher the system remembers the values last entered in the Add dialog.

Once re-opened, those values will remain as long as the user is still working on the same promotion in the grid.

As you can imagine, this method can be time consuming.

You can use the viewer to load larger groups of items to your sale.

Click the 'Viewer' button.

Use the 'Change Lookup' hotlink to display the available choices.

Indicate the common factor you wish to utilize and press 'OK'.

You can add 'Check boxes' to your grid and pick and choose items to Select. [pause]

Or, simply choose the 'Select' button from the ribbon menu to load the items based on your Look Up value.

Confirm that you want to add all of the items from the viewer into the Item Promotion grid.

These SKUs are now added to a promotion.

Notice the message at the bottom of the screen.

We will need to tell the system how to discount the items and when the discount is valid.

Click the Miscellaneous button [pause] and choose Option 1.

Enter the required fields such as Promotion Type, Start Date, End Date and indicate how these items will be discounted.

Click 'OK'.

A message at the bottom of the screen instructs you to press 'Change' to complete your update.

Promotions can be copied within the same store or between stores.

You can activate a past promotion to utilize the information within it [pause] or you can easily delete one.

The Miscellaneous menu allows you to 'Copy a Promotion'.

If you are copying an existing promotion to create a new one, the 'Store' will stay the same, but the 'Type' will need to be changed.

If you are copying a promotion to from one store to another, update the 'To Store' section.

Press 'OK' when your selections are complete.

You can use past promotions to streamline the creation of new promotions.

The system keeps track of past promotions in the 'Promotional History Viewer'.

You'll find this viewer by opening the 'Miscellaneous' menu and selecting Option 2, 'View Promo History'.

Use the 'Change Lookup' link to locate the Promo Name.

Select the correct promotion from the drop down list [pause] press Refresh or Enter and the promotion details display in the viewer.

Press 'Select' to load the records into the Promotion File window.

Once they are loaded, use 'Miscellaneous' Option #1 to make 'Global Changes'.

Enter the new Promotion Type, Start and End dates, along with the promotion pricing.

Within the Modify Item Promotion screen, you have the ability to change and delete existing items by clicking on the appropriate line in the grid.

Edit the 'Start Date', 'End Date' or 'Promo Price' and then press 'Change'.

You can also use 'Delete' to remove selected rows from the promotion file.

Although you've created a promotion in MIP, the system will not recognize it until the promotion is activated.

The Update Promotion Price Report, or RUP, activates and deactivates promotions based on the Start and End dates that you have entered.

Open the report from the Inventory Pricing menu, or type 'RUP' in the Launch bar.

Best Practice is to add this report with Options F & Y selected to your End Of Day Queue.

When you build or modify a promotion, make the Start Date a day before you actually want it to start.

When RUP runs at the end of the business day it will trigger your sale to start after you are closed, and be ready when you open.

On software release 25.1 and higher, once the items have been added to an already active promotion in MIP from the 'Add' dialog, the clerk will be asked if they want to activate them.

By answering Yes, the system will bring up RUP and auto fill in the Promo Type and select Option G, 'Finalize a single promotion'.

The ability to review and analyze promotion history helps you refine future promotions.

Promotional Sales History can be reviewed with two different formats in the Eagle.

The Promotion Item Report or RPM provides you with a listing of all of the items that were on the promotion and how many of each sold along with the Gross Profit.

It also accumulates totals for you by department and includes a grand total.

Our second option for viewing promotional sales history is found in the Miscellaneous menu in MIP.

Choose 'View Promo History'.

Here you can review Promo Price, Qty Sold, Gross Profit Dollars and Gross Profit Percentages, and many other details.

As you can see, the Eagle Promotions Application is a powerful tool that allows you to increase your sales volume through carefully planned events.

After identifying your target audience and product, you can easily add, modify and activate your promotion.

Complete the process by carefully analyzing the sales results and making any needed adjustments to future promotions.