

**Stop
giving away**

MARKETING SKILLS TRACK

your profit!



DISCOUNTING!

**THIS IS VERY
DIFFERENT!**

**MAKE MORE
MONEY!!**

Presented
by
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Stop giving away your profit!

The tradition of advertising in small businesses

Spend to retain instead of obtain

When you discount your item or service:

You diminishes the bottom line

You set up future expectation of discounting

A bigger discounts mean less chance of a return customer

The clearance corner

Demonstration of what a discount does to the bottom line

An example of how to replace discounting

The importance of knowing these factors:

Average ticket size

Estimate of the percentage of gift cards to be redeemed

The calculation of giving a gift card instead of a discount

Why the gift card should begin when the average ticket size has been exceeded

Examine the results:

Average ticket size

Customer count

Margin

Profit