

Cashier Training

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[this keypad the next time your visiting.](#)

REMEMBER

THEY MUST BE IN YOUR DEALER SYSTEM BEFORE THEY CAN USE THE KEYPAD!

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- **STEP 1 - CHECK THE EXPIRATION DATE**
Check the expiration date on the coupon, typically coupons expire after 30 days once printed. After the 30 days the coupon is no longer valid and can be scanned.
- **STEP 2 - SCAN COUPON BAR CODE**
Every coupon has a unique serial number, you can scan the coupons barcode by placing your cursor in the same field that you would normally lookup a customers name. However, instead of looking up their name just scan the bar code of the coupon. You'll notice this time instead of the customers name coming up it actually pulls up the coupon and tells you if it's legit or not. This is a great way to prevent people from trying to photocopy coupons and use them because once they are redeemed they can't be used again.

DON'T FORGET TO SCAN COUPONS

If you do not scan the coupon and push redeem our system will not track them as being redeemed and then they will be conspired "expired" after 30 days. They also will NOT show up on the end of day report if you don't scan them. So when you compare "printed coupons in the drawer" vs "the report" if there is a coupon in the drawer that is not in the report, this tells you the cashier did not scan the coupon. You'll need to scan on behalf of the cashier and talk to them about this process since by not scanning the coupon they opened your store up to possible fraud or counterfeit coupons. This is because our system checks for counterfeits by scanning them, if you don't scan them, then we can't check for photo copies.

LOCATING LOST COUPONS

You can easily find any lost coupon for a customer by searching their name, then clicking their photo icon, then clicking "sales history". On that tab you'll find a list of all their coupons they printed, you can easily reprint them if needed or cancel them if you want put the points back in their

account.

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• **WHAT ARE REWARD GROUPS**

By default everyone has 1 Reward Group, this is the base multiplier that is used when issuing reward points. For example if everyone gets 1 point per dollar then that default group is set to 1 point, pretty simple concept.

• **YOU CAN HAVE MULTIPLE GROUPS**

Some dealers will want to create a "Reward Member", for example everyone gets 1 point per dollar, but maybe people who buy a new motorcycle get 2 points for every dollar so they are in a special group that can earn points FASTER then normal members.

POPULAR REWARD GROUP EXAMPLES

- New Bike Owners
- HOG Members
- Firefighters, Police, Military and First Responders

STOP DISCOUNTING - USE GROUPS

Over the years several H-D dealers have fallen into the discount track with their HOG Clubs. We have seen time and time again dealers who have given HOG Members 10% off their purchase. This can be very destructive to your bottom-line. Using reward groups is a great way to combat that while making your customers happy. The reason why is you can actually give "more" in a reward group to a customer then a discount and actually be "more profitable" as a company. This is because with "Rewards" customers have to "spend more" to get the reward rather than instantly getting the discount off them margin. Typically a 10% "Rewards" is about 1% discount in terms of "how it effects the margin". So that's why "Rewards" are much more profitable for dealers, while at the same time it benefits customers. The reason why is because those who actually "spend money" with the dealer receive "more" than those who might visit the dealership once per year. This helps drive repeatable shopping behavior which adds to the bottom line of your dealerships profitability.

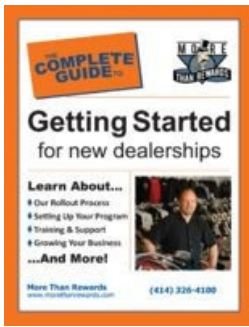
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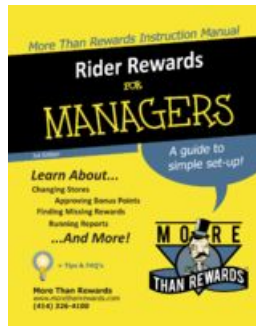
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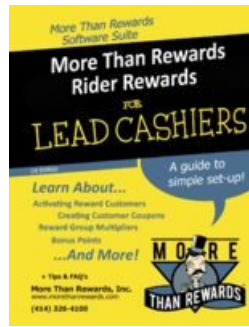
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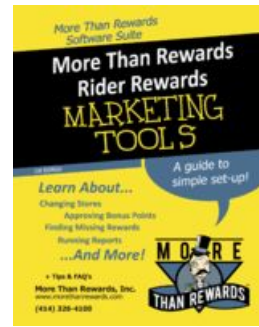
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