

WordStock Promo Module

Promo is an optional WordStock program for managing promotional pricing events, such as a coop advertising sale, through the creation of 'Promo' lists that contain SKU-by-SKU details. Now, instead of discounting an entire Product or Section, you can select just the items you want to feature.

Essentially, a Promo is a list of items that you want to sell at special prices for a designated time period; the discounted price can be designated as either a percentage discount from list price, or a specific dollar discount off list.

There are two classes for Promos, **Tracked** and **General**; *Tracked* sales accrue to a customer's purchase history, while sales and discounts of items from the *General* class are applied to all other customers.

Additionally, you can run more than one Promo at a time, so you can have, for example, a holiday Promo running simultaneously with a "Staff Recommendations" Promo.

Each *Promo* list includes beginning and ending dates that define the period in which the Promo is active. This allows you to define Promos in advance, thereby accommodating things like the vacation schedules of staffers responsible for creating Promos, seasonal planning with sales reps, etc.

Once a *Promo* list is finalized, a time-triggered process loads the Promo into your store's Inventory file, at which time it will interact with WordStock's POS program so that the Promo discounts offered will accrue to your customers. This processing will also retire Promos that have expired.

Promo introduces a graphical interface that can be navigated with either a mouse or keyboard commands. Note that this graphical environment requires that *Promo* be used from a Windows® computer because terminals don't support the richer interface.

For more information about the *Promo* module, including costs, please contact Sales at 800-753-9673.

DANNY'S BOOKS	
The World at Your Fingertips	
18 Reg 1 10:08 am 08/31/12	
S. AARON COPLAND & H	1 @27.95 27.95
Prod/Sec/Promo Discount	-2.00
SUBTOTAL	25.95
SALES TAX - 14%	3.63
TOTAL	29.58
CASH PAYMENT	30.00
CHANGE	.42
List 27.95 Sell 25.95 Your Savings	2.00

The name you assigned to the Promo;
Dates the Promo begins and ends;
Whether the Promo is *Tracked* or *General*;
Indicates that the Promo is in the Work-In-Progress folder [WIP], and is subject to ongoing modification.

Items included in the Promo, added on a per-SKU basis.

This sample Promo shows both a dollar-amount discount and a fixed-percentage discount.

SKU	Title	Author	Price1	Price2	Promo Value	Promo Type	Publisher Name	Pub Date
086699048271	BOSTON	MICHELIN	10.95		20.00	Disc%	ELSEVIER SCIENCE	
9780028608853	BOSTON	IRREVERENT, GD	12.95		4.95	Disc\$	MACMILLAN	04/12
9781400010356	FODORS NEW ENGL	EDITED	21.00		20.00	Disc\$	RANDOM HOUSE	10/12
9780679031925	CAPE COD 97	FODORS	13.50		4.50	Disc\$	RANDOM HOUSE	03/12