



The Guide to the Loyalty Program

The Loyalty Program is a tool that is there to help you boost your bottom line sales. There are plenty of companies that use the Loyalty Program or a program that is similar. In this training guide I will show you how to market and show the benefits of the Loyalty Program.

One thing that is important to remember is that you control how you want your Loyalty Program to work. There is more than just one way to set-up your unique program and they are all effective. When you begin to use your unique program, this is when the revenues will soar. By showing your customers why there is a reason to come back more often to spend more money, they will do just that. They will become more regular customers that put more money into your bank account. Below are some ideas for maximizing the effectiveness of the program, and for using the program to add sales when you need them the most.

Maximizing the effectiveness

1. Have "Double Points" sales. Avoid discounting items. Simply award more points for certain times of the week or day, or for certain items that would normally be discounted. Keep the full price, but incent your customers another way. Always have a double points rack in the back with great deals for your customers. Bargain hunters will pay full price to get extra points.

2. Give out preloaded cards. The cards hold cash value as well as points, so always carry around some cards with \$5 or \$10 loaded on them. If you meet someone who's never been to the store before, give them a card and invite them to come in and use the gift card. When they use the cash value on the card, the card turns over into a loyalty/reward card. Award them the points for today's purchase, give the card back, and encourage them to come back and keep earning points. The card will always have value for the customer because now they are involved in your loyalty program, on their way to getting great rewards!

3. Use the email addresses that you collect to continually market to your best customers. When your customers sign up to be in your "membership program" or reward club, you will collect their information on an enrollment form. One of the fields is email address. Use it to your advantage! Send out occasional specials for cardholders only, or announcements of new, exciting products, or advance notice of sales, etc. If you have an existing email list, use this to bolster it. Don't hesitate to send out cardholder-only specials to everyone. It will encourage more people to get involved in your reward program.

4. Hold cardholder appreciation events. To maintain goodwill and show your customers that you care, have some refreshments, hold an open house with a special sale, or give a gardening class one day before you open or after you close. If you advertise it in the store for several weeks beforehand (as well as sending emails to your cardholders), people will notice and want to join the program so they can come. You will pay for the event with the extra people signing up and coming in to buy then, plus you will expand the member base, increasing the number of people that come back more often, advertise to themselves in their wallets, and tell their friends.

If you market your program well you will see the results are very beneficial. Not only will you profit from it, but your customers will enjoy it. There are so many different ways to set up your unique loyalty program so be creative. Once you put it together let your salesperson know what you want, then go out and boost your revenue.

Don't forget to make your way to the conference training on the days specified on the training sheet provided to you. Below are some of the topics of discussion in the Loyalty Program Training.

1. Return on Investment with a Loyalty Program
2. Different ways of setting up a Loyalty Program
3. Deciding what would be the best for each Merchant Business
4. Once decided how to Implement the Process
5. How the actual process works once implemented on the program (this will include walking through transactions)
6. Using the Web Allegiance to Enter Demographic Information
7. Using Web Reporting to Pull Demographic Data