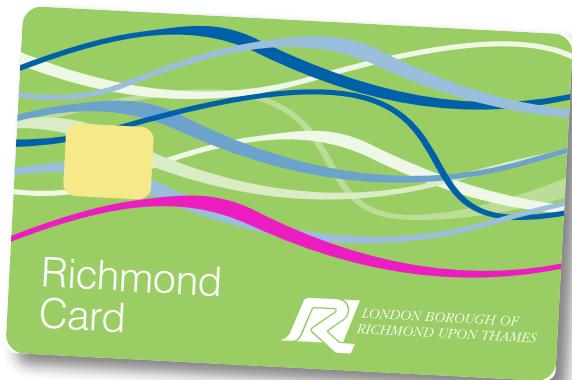


RichmondCard Business Offers Scheme

How to create an effective business offer



Your starting point:

- **What do you want to achieve?** Target your offers on this.
- What will appeal to customers? Make your offer compelling.
- How can it add value? Simple discounts may work for you – but there are creative options.

Generate repeat business and loyalty?

Consider using an eye-catching initial discount to attract customers, impress them with your service quality and keep them coming with a loyalty scheme. Stamped cards, special events or mailing lists may work for you.

Boost business at quiet times?

Do you need a boost between 5 and 7pm? Are you quiet on Tuesdays? Off-peak discounts can help.

Spread your busy time?

If you're busy at lunchtime, why not offer a discount up to 11:00 to get people in early? This could mean that people aren't deterred by queues at lunchtime.

Generate business quickly?

Time-limited early-bird offers can generate revenue and spread interest early.

Raise awareness of your service or product?

Free trial or introductory offer? Bring a friend for 50% off. Free oil change with each MOT?

Sell off specific stock?

You may have some goods with sell by dates or end-of-line products that you can target with discounts.

Increase the value of footfall?

Discount an additional purchase: 50% off a cake when you buy a coffee; 20% off a second pair of shoes.

Build a relationship with particular customer types?

What might appeal to your typical or desired customer. For example, mums with children: free kids drink? What about retired people? Students? A local company?

Sell more of the same thing?

Try stepped discounts: 15% for one, 25% for buying three; 40% off a second game.

Your offers must be exclusive to Richmond Card holders for the period you want us to promote it.

Discounts: how much?

It depends on the customer and the product. Your own experience may tell you what will work. 20% off a cappuccino may not appeal as much as 20 % off a TV. What would attract you? **We encourage a minimum discount rate of 15%.**