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FREE ADVANCED TRAINING



Gift bundles:

Add cheer to holiday sales

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TECHNICAL LEVEL:

EASY

INTERMEDIATE

ADVANCED



Gift bundles: Add cheer to holiday sales



- Webinar goals
- Gift bundle strategy
- Gift bundle ideas
- Applying sales & promotions
- Utilizing the kit feature for bundles
- Pricing kit items
- Getting started



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Webinar goals



- Learn different ways to sell product bundles.
- Get tips for making gift bundles unique and appealing.
- Find out how to set up sale bundles in Paladin Point of Sale.
- Drive incremental sales and increase traffic in your store.



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Gift bundle strategy



1. Identify your market opportunities.
2. Test the market—if you can.
3. Define the required resources.
4. Add bundles to Paladin Point of Sale.
5. Order an adequate amount of products.
6. Establish the best timing.
7. Bag, tag, display & sell.



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Gift bundle ideas



- Wrap items in cloth, twine, ribbons, or components of the bundle, such as cans, tubs, 5-gallon buckets, and drop cloths.
- Spruce up the bundle with different colors, shapes, & sizes.
- Combine relevant products.
- Besides complimentary products, think about including:
 - ✓ Service vouchers
 - ✓ Gift cards & gift certificates
 - ✓ One-of-a-kind items



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Applying sales & promotions



- Add sale items to a sale list, and then create a pricing plan.
 1. In Paladin Point of Sale, on the **File** menu, click **Setup**.
 2. On the **Sale List** tab, add items to a sale list.
 - Optionally, build a sale list with your RF gun.
 3. On the **Pricing Plan** tab, create a pricing plan for the sale list.
- Create “Gift kits” in Paladin Point of Sale.



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Utilizing the kit feature for sale bundles



1. Define the kit “trigger” item as:
 - A new SKU
 - or-
 - The main selling item

Warning --- can't sell item outside the bundle
2. In the **Invoice/Quote** module, add the kit items.

Note: The kit SKU will be the trigger item's part number.
3. Click **Store Transaction**, and save the items as a **Kit**.



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Pricing kit items



- There are two ways to price a kit.
 1. Price only the trigger item.
 2. Price only the kit items.
- There are two ways to discount kit items.
 1. Discount sale items in the kit.
 2. Discount items in a sale list.



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Getting started

DEMO



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Learn more

To learn more, see the following resources in our [Help Portal](#):

- [About kits](#)
- [About pricing plans and sale lists](#)
- [Webinar: All about that kit – Part I](#)
- [Webinar: All about that kit – Part II](#)

A recording of this webinar will be available at portal.paladinpos.com/webinars.

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Recording available at:

paladinpointofsale.com/webinars

