

Newsletter 4th Quarter 2017

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The holidays are right around the corner! Make sure you have a good stock of gift cards so that you don't run out. Use the Fresh List feature to track your gift

gift cards so that you don't run out. Use the Fresh List feature to track your gift cards - then you'll know exactly how many you have left!

The gift card season is a great opportunity to bring in new customers and encourage your regular customers to spend more. Below are some marketing tips to increase gift card sales.

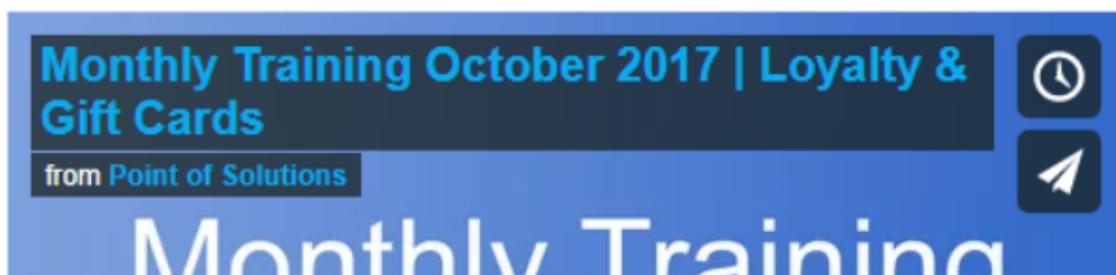
- Offer a promotion for gift cards - for example, offer a \$25 gift card for only \$20.
- Create business cards that are gift cards.
- Create a gift card display that catches the customer's eye - hang stockings with gift cards coming out of them.

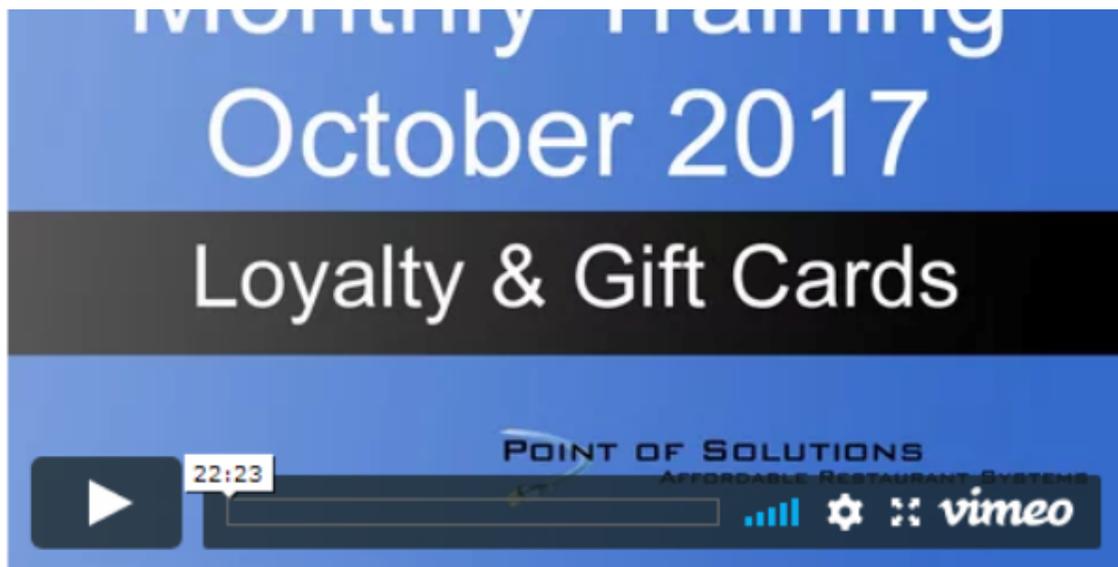
Emergency Awareness

Cold and stormy weather is here, which means it's time to talk about being prepared for emergencies. Below are some tips to help you through the season:

- Make sure to pull a **backup** of your system. We pull monthly backups for customers on support, but it's a good idea to do daily or weekly backups on your own.
- A **UPS (Uninterruptible Power Supply)** is an inexpensive way to protect those computers when the storms cause outages or power surges. They can be found on Amazon, Office Depot, and Costco.
- Have a **Crash Kit** ready to go. It should contain a manual credit card imprinter, credit card slips, flashlight with batteries, pen, pads of paper, calculators, and a tax table.

Video - Gift Cards & Loyalty





Training Video - Gift Cards & Loyalty

Video - Adding Products & Price Changes



Training Video - Gift Cards & Loyalty

Make sure to check out our other training videos on the [resources](#) page of our website.

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