

Topic: **PROMOTIONAL PRICING**

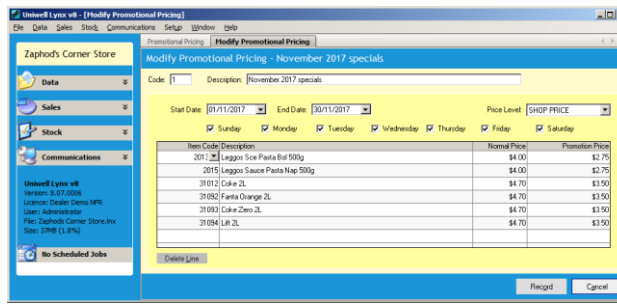
Uniwell Lynx allows the creation of pre-defined sets of Promotional Prices that overwrite normal pricing within a specified date period. Each set of Promotional Prices are applied to a designated price level in your Uniwell Lynx database.

FAQ: Can I have more than one promotion happening at a time?

Yes, multiple sets of Promotional Prices can operate concurrently. However, be careful not to have an item with 2 different promotional prices that simultaneously affect the same Price Level

FAQ: How do I set up a set of Promotional Prices?

- Go to the Promotional Prices option on the Data menu
- Add a new set of Promotional Prices
- Set the description, start and end date, and Price Level that the promotion affects
- On the item grid, select items and set their Promotion Price
- Press 'Record' when you are done. You can come back and add to or modify the contents of the promotion at a later time if you need to

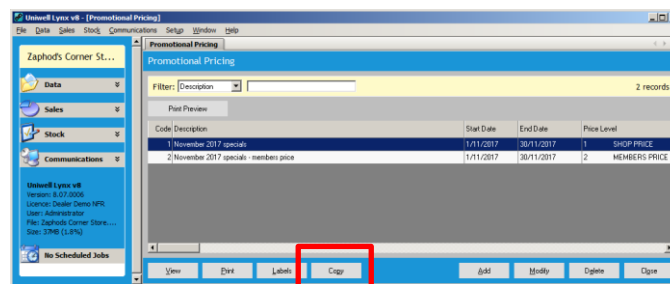


FAQ: How do I send Promotional Prices to the Sales Terminals?

- Promotional Prices are automatically sent to Sales Terminals that are mapped to the promotion's Price Level in Uniwell Lynx when the Send Program (PLUs & Barcodes) is performed during the defined promotion period
- A Send Program of PLUs & Barcodes must be performed to Sales Terminals **before trade** on the first day of the promotion, and before trade on the first day after the promotion
 - If Scheduled communication is used, ensure the Send Program occurs after midnight. This ensures that appropriate pricing is in the Sales Terminals each day during & after the promotion period

FAQ: If I have a promotion that affects multiple price levels, how do I go about setting that up?

- You will need to set up Promotional Pricing for each Price Level that you want your promotion to apply to
- The easiest way to set this up is:
 - Create the first set of Promotional Prices with all of the items and discounted prices and click Record
 - From the Promotional Pricing grid, highlight the set of Promotional Prices you just created and click 'Copy'
 - A duplicate set will now appear, adjust the Description and Price Level accordingly, and click Record



FAQ: Is there a report that can show me what promotional items have been purchased during the promotion period?

- Yes. A Promotional Item Sales report can be generated showing the sales of a selected set of Promotional Prices during the date range of the promotion