



6 Advantages of Offering Discounts at Your Business

Offering discounts on purchases is a way to quickly draw people into your business. Anytime you tell a customer that he can save money, you're likely to get his attention. Discounts don't only help your shoppers; they also help your business. From increased sales to improved reputation, discounts may be that one ingredient that can bring business success.

1. Attracting New and Repeat Customers

Because people prefer buying things on sale, discounts serve as a ploy to attract more people to your business. If your discount is only good for a certain number of days, mention that when you advertise the discounted items. People are more likely to take advantage of the offer if they know they only have a few days to do so. Your business will experience more traffic, so you may need to schedule more employees during the discount period so service is smooth.

2. Increase Sales Across the Board

With increased traffic typically comes increased sales – and not only the discounted items/services. Because the discounts attract more people, you have more potential buyers for other items/services in your business, or other full priced items.

3. Free Up Room in Your Store

Discounting items enables you to free up room in your store. Items that you don't plan on selling anymore may sit in your store for months. By discounting them, you increase the chances they will sell, making room for new products. To catch every customer's eye, move discounted products that you don't plan on selling again to the front of the store.

4. Boost Your Reputation

A business that offers discounts to certain groups of people – such as the elderly or those enlisted in the military – may improve its reputation. When a business gives discounts to people who are in difficult situations or who may have financial troubles from a lack of income, that business shows it is making an effort to help people. Many people regard businesses as money-hungry, so any deviation from that perception can improve reputation.

5. Meet Sales Goals

Many businesses have weekly, monthly, quarterly, or yearly sales goals. If a business is in danger of missing those goals, offering discounts can help the business meet and/or surpass planned sales figures.

6. Cash Discounts Save Money

In addition to more sales, discounts may help your business save money if the discount involves payment methods. Credit and debit cards result in additional fees to process, meaning that you lose money in comparison to cash transactions. By offering a small discount to customers who pay with cash instead of credit or debit, you help both the customer and your business.

Summary

If you have thought of offering discounts on some of your items and/or services, but you're not sure if it's the right thing to do, then you need to get more information on all the different ways that a discount program for your business can be very beneficial.

I can show you how to implement such a program, or I can take over that time-consuming function for you.

Just complete our contact form at www.rhp-marketing-services.com/contact-us.

Or text me at 403-615-2982.

I look forward to speaking with you how you can get a discount/coupon program implemented at your business.

Robert Payne, President

RHP Marketing Services

