



**CUSTOMER MANAGEMENT & LOYALTY PROGRAMS 101**

DO THESE FOLLOWING SCENARIOS SOUND FAMILIAR TO YOU.....



“Whatever happened to that customer that always bought 4 dozen red geraniums every spring?”

“We’d like to offer a class on container gardening, but we’d have to advertise and we just don’t know where to target our marketing efforts?”

“We’d like to email coupons to our loyalty customers but do not have a way of tracking their purchases!”

**Customer Management and Loyalty Programs 101**

\*Manage customer information by account number, name, address, phone number, email... for quick access for special orders, marketing campaigns via advertising or email blasts.

\*Track customer invoice history and buying habits, pending orders, special orders and quotes.....assisting in inventory and customer management.

\*Ability to have up to 6 price levels and automatic discounts for VIP customers (Better customers can be rewarded with discounts, reward points or coupons, creating a loyal, repeat buyer).

\*Utilize built in Email to develop focused marketing program to VIP customers.....thanking for patronage, promote new products and services, classes and seminars...or special offers and discounts.

**CONTROLLING EXPENSES = INCREASED PROFITABILITY**

POSitive GEM Software is more than just a computerized cash register.....GEM is a Garden Center Operational Management Solution!!

G7USA is the exclusive distributor of POSitive GEM Software. Co-founders Dan Spikowski and Lisa Dukles have over 30 years of expertise working in the accounting, software and garden center industries.

Let G7USA and POSitive GEM Software help streamline your business to reach your goals of Profitability!!!