All business need to have as part of their marketing mix a few promotion strategies over the year these could include Cooling system, Air conditioning services / Inspections at the beginning of summer and Brake system inspections at the beginning of winter.

This will not only increase sales to your existing clients but also assist in attracting new clients to your service centre.

Promotion Response Tracking

Overview: Automation Premium allows the operator to track responses from specified promotions listed on the client intro report available from the marketing reports group. To track promotion responses, promotions must be listed in the promotions database, once recorded a promotion response can be selected from the booking form or when prompted while using the step through booking feature. The client intro report will display a summary of responses to promotions in both statistical (number & %) and graphical formats. A further report titled Promotion Responses displays the detail (Job, sales value & profit) of recorded responses.

Promotions, adding to the Listing: To begin tracking promotion responses you are first required to enter details into the promotions listing. Select lists from the top of the screen from the drop-down menu select promotions this will open the promotions list, to add a new promotion select new from the bottom of the display, enter the promotion name, code, start and finish dates and save using OK (F12).

Promotions		-			~~~
Promotion	Code		start Date	End Date	^
Air Conditioning Service	Sumn	ner	01/11/24	31/12/24	
Cooling System Service	Sumn	ner (01/11/24	31/12/24	
2 records Show inactive	Promotion Promotion Code Starts Cancel	details Air Condition Summer 01/11/24	ng Service	□ Inacti nds 31/12/24 ♥ OK	ve
Cancel Delete				ОК	F.

Promotions, Editing: To edit the details of a promotion point and double click on the line or highlight and select edit (F2) from the bottom of the list, make your changes and save using OK (F12).

Promotions, Deleting: If you wish to delete a promotion highlight the entry and select delete from the bottom of the listing. It is only possible to delete promotions that have not yet been recorded during the booking process. If you no longer wish to see a promotion that has been recorded in the list you can select the hidden option on the promotion form.

Promotions, Recording Responses: Responses to promotions can be tracked by selecting when prompted during the stepped booking process or by making a selection from the booking form.

Marketing - Promotions

		Details	Mark Dana		-
lient	Howard	Current odometer	work Done	Prior faults	Comments
ehicle	AFC034	Order number			
Veh Fron To	icle availability Date Time n 31/10/24 8:00AM o 31/10/24 11:30AM	Rego Date Warrant Due every: 0 6 months Due every: 12 months Key tag SA/SP			
romotion leferrer Services	Air Conditioning Service	Discount card holder			
Services		Est hours			
Air Condi	itioning Service	0.00			
Disc Brak	ke Service Front	0.00			
		0.00 Remove	🔏 Add	Veck	Diagnostic
0					

It is possible to go back to the booking form and change the promotion selection at any time regardless of the booking status.

Promotions, Viewing Responses: To view responses, select reports from the top of your screen from the drop-down menu select the sales group, to display / print the report point and double click on the Promotion Response Report option, enter the date range you wish to report on and select OK (F12).

It is also possible to view a summary of responses from the marketing group of reports by selecting the client intro option entering the date range and selecting OK. To print either of these reports select the print icon in the top left-hand corner of the display.

Promotion Response Report

29/07/2004

For the period 01/07/04 to 29/07/04.

Promotion	Date	Name	Rego	Make/Model	Job No.	Value
Brake Service / Bsp						
	28/07/2004	Mr John Durack	8PL698	Chrysler Pt Cruiser	2,513	\$132.00
	28/07/2004	Mr Stuart Mofadyen	1BJK121	Jeep Cherokee	2,508	\$167.01
	28/07/2004	Miss Bisha Crewe	8SN-467	Daihatsu Charade	2,509	\$176.00
					Total Jobs	3
					Total Value	\$475.01
					Average Value	\$158.34
					% Grand Total	38.27%
Major Service / Mjs						
	28/07/2004	Anne Watson	ANSTOY	Subaru Impreza	2,510	\$251.00
	28/07/2004	Mrs Cathy Milligan	254-GRQ	Hyundai 🖯 lavita	2,511	\$160.51
	28/07/2004	Miss Kylie Mc Gill	0LG-032	Mitsubishi Mirage	2,512	\$221.76
	28/07/2004	Ms Lynne Aexandra	AAW-805	Holden Torana	2,514	\$133.00
					Total Jobs	4
					Total Value	\$766.27
					Average Value	\$191.57
					% Grand Total	61.73%
					Grand Total Jobs	7
					Grand Total Value	\$1,241.28