



Increase Your Turnover

By Promoting Physical Coupons (paper and laminated coupons) In Your Store.

Coupons increase your turnover. Coupons motivated the sale of more than R210 million worth of product in 2017!

Coupons motivate and promote:

- **Pantry Loading.** (*"I decided to stock up".*) Which means that shoppers were motivated by a coupon to buy more units of the products than they had planned to.
- **Unplanned purchases** (*"The price was so good that I could not resist buying it"*)
- **New Business.** (*"I was never going to buy the product but the coupon persuaded me to".*) Which means that shoppers were motivated to buy and try products that they had not intended to, by a coupon offer.
- **Customer Loyalty.** (*"I always save by using coupons at that store."*) Shoppers keep going back to shops that reward them for shopping there, with offers like money-off coupon offers.

Shoppers love Coupons!!! One of the largest national surveys has revealed that a solid core of Main Shoppers always use coupons:

37% of all MAIN SHOPPERS always use coupons!

Store Owners love Coupons!!! *"When they put coupons in my store, the sales of the product really go up"* (On-Pack, Neck Tag, Dispenser and Instore Demonstrator coupons) quote from a successful Western Cape store owner.

Point of Purchase is where the action is! Reason: most purchase decisions are made in the supermarket when the shopper is in front of the supermarket shelves. **Encourage suppliers to run on-pack coupon promotions in your store.**

Best of all, coupon campaigns all fully funded by the suppliers!!!

(And do not forget that you also receive a handling fee over and above your face value refunds, all of which are speedily processed by CCB.)

Make the shoppers in your store aware of coupons and encourage your staff to enthusiastically accept them. Coupons will make a real difference to your store's bottom line.

For more information, contact Melissa at 011 403 0688 or melissa@ccbsa.co.za

**S.A. Coupon Redemption by Retail Outlet:
2016 vs 2017 (Indexed on 2016).**

