



**dealfind**<sup>TM</sup>  
everybody wins

# Feature Checklist

Please complete this list entirely to ensure everything goes smoothly. If you need assistance, refer to the Welcome Guide or call us at: (888) 320-6368

## Technical Process

### You should...

- 1 Contact your web hosting provider to make sure that your website server can manage up to 10 times the amount of traffic that you get on an average day.
- 2 Ensure that your email inbox does not fill up.
  - This is optional but can help manage your work-flow and allow for auto-responses to be set to provide your new customers with important details!
- 3 Set up a reservation system to take Dealfind codes or assign a field to insert codes. (if applicable)
- 4 Ensure your voicemail system does not become full. This can be avoided by checking your messages regularly and deleting the message after taking down the necessary information.

## Stocking Merchandise

### You should...

- 1 Order any additional products or stock you might need?
  - For a single location, during the first week you should have approximately 3x what you usually have in stock. (4 times for the sizes that are the most popular in clothing items).
  - For 1-2 locations, you should have approximately 5x what you usually have in stock for other retail products.
  - For more than 2 locations or online stores, you should have approximately 7-10x what you usually stock.
  - If your business produces custom materials, you should be prepared to create up to 5x the usual number of lower price point items in the first month. Those that redeem first are those that will spend the value of the Dealfind voucher, and those that wait will typically be the customer that doubles the value of the order.
- 2 Mark on your schedule to stock 3x more than normal during the final month of your deal as customers redeem vouchers prior to the expiry date? (if applicable)

## Training Staff

### You should...

- 1 Train staff and employees on how to input Dealfind voucher codes correctly into your POS system or on a Voucher Redemption Worksheet.
  - Ensure you have dedicated staff on site to answer your phone lines.
  - Assign a person to answer the questions on the Dealfind discussion board for the day that your deal is featured.
  - On the day of your feature and for the following week, ensure all your employees are staffed.
- 2 Instruct staff to ask about rebooking (if applicable).
- 3 Inform staff to present Dealfind customers with a receipt that includes the total amount of the service or product prior to the Dealfind discount, and then subtract the Dealfind voucher amount on the receipt.
- 4 Consider using an incentive for customers who book follow-up appointments/reservations on the spot.
- 5 Highlight to reception staff the importance of gathering as much contact information from customers as possible for remarketing purposes.
- 6 Distribute handouts to your staff of the "What You Need to Know about Vouchers" page from the Welcome Guide. (Pg 5)
- 7 Meet with all staff and employees to establish objectives for the Dealfind promotion?
  - You may even find it useful to offer an incentive to your staff to ensure your new Dealfind customers have an amazing experience, even when your staff may become stressed.
- 8 Remind staff that they only get one chance to make a great first impression with your new Dealfind customer and they need to wow them!