

# **New Painter “friend” discount program for retail customers wanting to use a Painters discount.**

## **Many Reasons we need to make this change**

1. **We need to protect the pricing that we provide to painters.** Many painters will mark up the price they charge their customers for paint they purchased, and if we give the customer their price it could in the future diminish the trust between the painter and customer.
2. **Most of the time the painter has no clue and probably would not approve of someone using their account pricing.**
3. **We need to put sales history to the customer for their benefit.** If the purchase is on the painters account we many times have trouble locating it.
4. **In order to understand how much of our business is really retail we need this program.** This will help us determine where to spend marketing efforts in the future.
5. **We spend considerably more time per gallon for a retail transaction than we do a wholesale transaction** and thus should be billing at a rate that values that.
6. **It makes sure we get every customer into the CC program, capturing their purchase and color history and email address for future marketing initiatives.**

## **What to do when a customer comes in requesting to use a specific painters account in order to receive a discount.**

We need to make sure that we **do not** tell the customer “no we will not give you that painter’s discount”

Instead this needs to be communicated that we will be extending them **Painting Contractor pricing on a permanent basis to their own Color Club account or new CC account if they don’t have one.** If they ask if it is the same as a specific painters pricing, we need to let them know that we can not give out that information, but assure them that they are receiving a great discount permanently.

## **How it will work**

**Associate will add customer one time to a discount card type. This will permanently give them the Painting Contractor discount.**

- POS Order Entry

Order Type

Sale Invoice

Order Details

Customer	123456789	...
Job Name	Temp - for this o...	...
Purchase Order		
Pickup or Delivery	Pickup	▼
Required Date		▼

Cash Account

Customer (Alt-A)

123456789

Email (Alt-M)

tom@test.com

Job / Ship To (Alt-J)

Temp - for this order only

TEST CUSTOMER

Contact: MIKE WEBER

Phone: (612) 000-0000

Customer Type: Commercial

Sale Invoice

?

Help F1

🔍

Search F2

⚙️

Misc. F3

📦

Complete F4

💾

Save F5

❌

Void F6

📦

Packing Slip F7

🖨️

Print F8
- | Item | Description | Quantity | UM | List Price | Discount | Unit Price | Total |
|------|-------------|----------|----|------------|----------|------------|-------|
| *    |             |          |    |            |          |            |       |
|      |             |          |    | SubTotal   |          | \$0.00     |       |
|      |             |          |    | Sales Tax  |          | \$0.00     |       |
|      |             |          |    | Total      |          | \$0.00     |       |

- POS Order Entry 99002993 TEST CUSTOMER**      Started by CSELLMAN

---

## Order Type

Sale Invoice ▼

Order Details	
Customer	123456789 ...
Job Name	Temp - for this o... ..
Purchase Order	
Pickup or Delivery	Pickup ▼
Required Date	▼

## Cash Account

## Sale Invoice

Help  
F1

Search  
F2

Misc.  
F3

Complete  
F4

Save  
F5

Void  
F6

Packing Slip  
F7

Print  
F8

Map  
F10

Deposit  
F11

Email  
F12

**Customer (Alt-A)**  
 123456789  
 TEST CUSTOMER  
 Contact: MIKE WEBER  
 Phone: (612) 000-0000  
  
 Customer Type: Commercial

**Email (Alt-M)**  
 tom@test.com

**Job / Ship To (Alt-J)**  
 Temp - for this order only
- | Item     | Description                   | Quantity | UM            | List Price | Discount | Unit Price | Total   |
|----------|-------------------------------|----------|---------------|------------|----------|------------|---------|
| 88179010 | Platinum Ceramic Matte Wh Bse | 1.00     | 1 Gallon - PC | \$63.99    | 19.53 %  | \$51.49    | \$51.49 |
- |         |           |           |          |
|---------|-----------|-----------|----------|
| On Hand | Available | Allocated | On Order |
| 0.00    | 0.00      | 0.00      | 0.00     |
- |                  |         |
|------------------|---------|
| SubTotal         | \$51.49 |
| Taxable Eco Fees | \$0.99  |
| Sales Tax        | \$4.21  |
| Total            | \$56.69 |

3. Click the drop down arrow under Discount Card and choose Painting Contractor discount

The screenshot shows the 'POS Order Entry' window with a 'Sale Invoice' order type. A 'Miscellaneous Order Details' dialog box is open, displaying various order details. The 'Discount Card' dropdown is open, and 'Painting Contractor Pricing' is selected. The background window shows customer information for 'TEST CUSTOMER' and a list of items.

Item	Description	Quantity	UM	List Price	Discount	Unit Price	Total
88179010	Platinum Ceramic Matte Wh Bse	1.00	1 Gallon - PC	\$63.99	30.00 %	\$44.79	\$44.79

On Hand	Available	Allocated	On Order
0.00	0.00	0.00	0.00

4. This will change the pricing to the new Painting Contractor discount

The screenshot shows the 'POS Order Entry' window with the 'Sale Invoice' order type. The 'Miscellaneous Order Details' dialog box is no longer open. The background window shows the updated pricing for the item 'Platinum Ceramic Matte Wh Bse'. The 'Discount' column now shows '30.00 %' and the 'Unit Price' is '\$44.79'. The 'Total' for the item is '\$44.79'. The 'SubTotal' is '\$44.79', 'Taxable Eco Fees' is '\$0.99', 'Sales Tax' is '\$3.68', and the 'Total' is '\$49.46'.

Item	Description	Quantity	UM	List Price	Discount	Unit Price	Total
88179010	Platinum Ceramic Matte Wh Bse	1.00	1 Gallon - PC	\$63.99	30.00 %	\$44.79	\$44.79

On Hand	Available	Allocated	On Order
0.00	0.00	0.00	0.00

We will be discounting HPM, BM, Deck stains, and a high percentage of sundries to start. This should cover about 90%+ of retail sales.

**Every employee needs to strictly follow the procedure listed above.** The only time that a non-account holder should be using an account is if the painter calls in advance and orders the paint for the customer to pick up.