



THE GRIFFITH COMPANIES
PAYMENT SOLUTIONS

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TEN IDEAS ABOUT GIFT CARDS

- 1) Ease of accounting ... cards are activated, redeemed, and "reloaded" thru the credit card machine and all the accounting is done automatically. Also, there will be an account set up online from which you can track all gift card balances and other helpful information ...
- 2) Gift CARDS are substantial feeling and it's believed that it makes a company "look" more established ...
- 3) Sometimes in business, we have to say "I'm sorry" to a customer ... one of the ways to do this is through your Gift Card program ... **Don't give "refunds", give GIFT CARDS**
- 4) Another idea: add 10 % of today's purchase on a Gift Card which can be redeemed at any time in payment for any goods or service at your company ... unlike bank issued, Visa logo gift cards, this money ALL stays in YOUR company ...
- 5) Give away Gift Cards to build new clients ! Load up a bunch of Gift Cards with \$ 5 on them and carry them around wherever you go: grocery store, post office, shopping mall ... when you meet someone who might be a prospect for your business, give them a Free Gift !... this works especially well for Nail and Hair Salons or Convenience Stores... .. unlike a "% off coupon", this looks like REAL MONEY and people nearly ALWAYS come in to get their \$5 ... Would you be willing to give ANYONE and EVERYONE \$ 5 to come into your store and buy something ? ... that's the whole point of advertising is to get them to come in ... this method not only gets them to come in, it MAKES them buy something ... no one will leave \$5 on the table ... **Carry some of these "pre-loaded" cards around with you and let your employees do the same ...**
- 6) Of course there's the normal reason for buying gift cards: as a gift for Father's day, THANKSGIVING, CHRISTMAS, birthday's, "thank you" , etc ...
- 7) The "unredeemed value" of most gift card programs is often a very large # ... in other words, people don't always spend 100% of the value on a card and if they do, they spend far MORE than the value on a card : some are lost, or the people move out of town and never use it ... bottom line, this is a SALE, where they buy something from you and pay with cash, or credit card (I would not suggest issuing a gift card against a payment by check unless you have our electronic conversion and guarantee program in place) . NOTHING has left the store except the gift card. In reality, on the balance sheet, this is CASH in the bank AND a LIABILITY (account payable) at the same time.
- 8) We can help you promote your Gift Card Program by virtue of some great looking advertising pieces.
- 9) Consider (like McDonalds and even the US Post office does) to "SUPER-SIZE" every order ... McDonalds always asks if they can "supersize" or "fries with that" or "how about our trying our new item" ... the post office asks if you need "delivery confirmation, extra stamps" , etc ... you can ask "would you like to buy a GIFT CARD today?"... you'll be surprised how many people will give you extra money! ...
- 10) Use it as a discount program. Example: customer gives you \$90, you put \$100 on a Gift Card and they have a built in 10% discount.