



Stay local. Shop locally.

## **SUGGESTED GUIDELINES FOR** **NAMA MEMBERSHIP DISCOUNTS**

1. NAMA Members determines the type of discount, extent/value of their offer, limitations, expiration date and to who the offer will extend; i.e. NAMA member exclusively, other employees, etc.
2. Keep it simple. Don't break the bank to make it happen.
3. Be specific so it is not open to interpretation; ie 10% off any sign less than \$200.00 (installation not included)
4. Break it down even more if necessary; i.e. 10% off 12 long stemmed red roses, or 5% off all Precious Memories figurine.
5. Offer a bonus something with a purchase; i.e. one sweetheart rose with every purchase over \$15.00, or free candy bar with every large size or larger pizza.
6. Offer a free one time something; i.e. free reusable grocery bag with your first purchase.
7. Keep in mind that you can change your offer if one isn't working to your satisfaction.
8. Ask other merchants what they are offering, especially members with intangibles.