



## Driving Retail Sales

*Take Your Galaxy Mastery to the Next Level*

**Galaxy has a number of tools that can help you drive your retail sales and increase per capita spending.**

This course will focus on one of the major tools you can use to attract customers to your retail segment: Discount coupons. Even if you don't use Galaxy for your retail sales, you can still use the system to get discounts into the hands of your customers, and get them into your retail shop.

Galaxy presents many opportunities to an organization willing to leverage their existing investment as a retail force. This training session is designed to teach you how to use Galaxy to increase your retail sales and revenue potential. We will discuss the benefits of member discounts, promoting retail sales at the ticket counter and a few additional ways to drive your customers to your gift shop.

You'll learn how to:

- Print discount coupons on point of sale receipts for arriving groups, for pass holders, and on the Web
- Create a "mystery discount" campaign in which customers learn their discount amount when they check out



*This course is offered online using Microsoft Live Meeting and Skype VOIP audio service. To take full advantage of this training session, customers should use a broadband internet connection with connected microphone and speakers.*

**Location:** Online • **Duration:** 1 hour • **Tuition:** \$100

Note: A minimum of three registrants is required to hold this class.

**Prerequisites:** Completion of System Administrator Essentials and eGalaxy Web Store or equivalent knowledge of:

- Ticket and Receipt Formatting
- Galaxy Discounts
- PrintAtHome Ticket Configuration

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