



# Successful Deals

Best Practices and Tips

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Director, Sales Operations

*Clipper*

## Deal Team Information

- The Deal Team is comprised of the Deal Review *and* Merchant Support groups.
- The Deal Team is responsible for **all** parts of the deal URL creation.

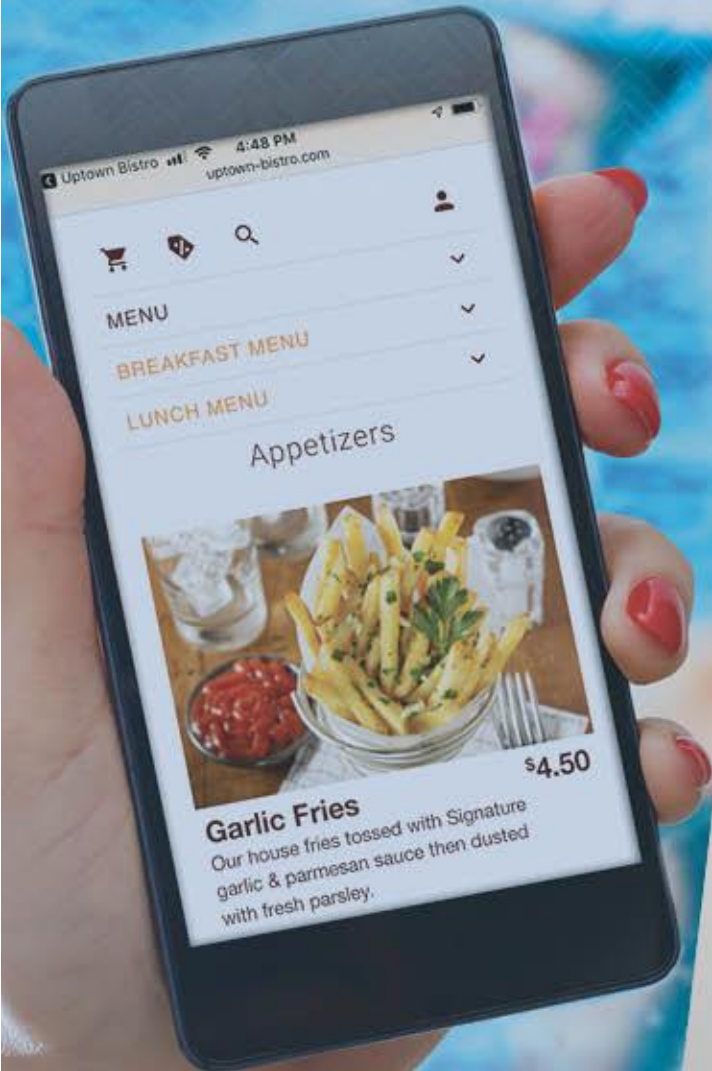
### Contact Information:

Questions before deals are live

[clp-dealreview@clippermagazine.com](mailto:clp-dealreview@clippermagazine.com)

Questions when deals are live

[merchantsupport@localflavor.com](mailto:merchantsupport@localflavor.com)



## CCO – Community Co-Op

These are on-page ads with coupons and off-page products to be paid for with certificates. The deal needs to be an offer or business that everyone wants to buy & use.



## CCO – Community Co-Op

- Restaurant Deal price points:
  - \$10 for \$20 for Counter Service/Fast Food
  - \$15 for \$30 for Casual Dine, no tablecloths, wait staff
  - \$20 for \$40 for Fine Dine, tablecloths
  - Coupons must not conflict with the deal price or offer
- Service Deal price points:
  - Must be 50% off the merchant's listed prices – proof of prices required for approval process



# Examples of Categories to Sell

- Restaurants, restaurants, restaurants!
- Family entertainment with admissions (waterparks, amusement parks, trampoline jump, paint ball, rock climbing, roller skating, ice skating, bowling, 18 holes of golf for 2 with a cart, mini-golf for 2, go kart laps, pottery painting for 2, paint & canvas for 2, laser tag for 2, movie admissions for 2, zip line for 2)
- Health & Beauty Services:
  - High-end spas – 1-hour massage or \$50 for \$100 Toward Any Spa Service
  - High-end salons - \$50 for \$100 Toward Any Salon Service
  - Med spas – (prior approval based on market sell-thru & services provided)
- Full-service washes, car detailing, state inspection with tire rotation, oil changes (prior approval based on market sell-thru)



# Sample Entertainment Packages

- \$xx for \$xx for 2 Adult Admissions for Amusement or Water Park
- \$xx for \$xx for 1 Hour of Jump Time for 2
- \$xx for \$xx for 18 Holes of Golf for 2 with a Cart
- \$xx for \$xx for 2 Adult Movie Admissions with 1 Large Popcorn
- \$xx for \$xx for Paintball Admission for 2 with 500 Balls
- \$xx for \$xx for Pottery Package for 2 with paint & 2 ceramic pieces included.
- \$xx for \$xx for Paint & Sip Session for 2 w/paint & canvas included.
- \$xx for \$xx for Mini-Golf for 4 with 4 Ice Cream Cones
- \$xx for \$xx for 2 Hours of Bowling for 4 with Rental Shoes
- \$xx for \$xx for 2 Hours of Open Skating for 2 with Rental Skates





## Categories to Avoid

- Auto repair
  - Mobile accessories
  - Catering
  - Chiropractor evaluations
  - Dentists
  - Eye glass stores
  - Eyebrow threading
  - Keratin treatments
  - Permanent makeup
  - Boot camps
  - Gym memberships
  - Personal training
  - Weight loss
  - Dance lessons
  - Karate lessons
  - Lessons in general
  - Retail – most including consignment shops
  - Framing
  - Photography
  - Photo booths
  - Parties – all types
- 
- No free-lance, mobile or home-based businesses

## Approved Disclaimers

- Our purchasers are familiar with our standard disclaimers, such as, but not limited to:
  - Not Valid on Holidays
  - Not Valid on Valentine's Day, Mother's Day, Father's Day, St. Patty's Day, Cinco de Mayo
  - Not Valid for Happy Hour, or special daily dinner items or Early Bird Specials, or Special Event Nights
  - Not Valid to purchase gift cards
  - Not Valid on takeout/Not Valid on Delivery
  - Reservations Recommended
  - No Cash Back
  - One certificate per table, per visit





## Approved Disclaimers

- Not Valid on alcohol - (mandatory in PA & IL)
- Not Valid on Gratuity
- Gratuity should be based on total amount of check before discount. (We can suggest gratuity, not demand it as part of our deals.)
- Disclaimers must be added in via ad copy, they just don't appear.
- Any custom disclaimer request must be approved in advance by the Deal Team.



## Expiration Dates

- 12 months is the default Expiration Date for certificates & expiration dates start from the date the deal is purchased.
- 6 months is also an option and can be requested during ad copy submission & proofing. Nothing less than 6 months for any non-seasonal type of deal.
- Each state governs the gift certificate guidelines for expiration dates & certificate value.
- Deals for seasonal businesses - such as golf courses, water parks, amusement parks, festivals, etc. – The season open & closing dates must be on the contract as part of the deal description & the fine print. All seasonal deals should be discussed with the Deal Team, prior to contract submission to eliminate any revisions to the contract after submitted.
- Seasonal deals should not be oversold.



## Exceptions

- With our deal offers, we do not allow any minimum purchases, minimum number of entrees, minimum guests, or hidden fees showing dollar amounts because they generate complaints and prompt requests for refunds.
- No exclusions to days of week. (There are ways to address unique situations, just discuss with the Deal Team.)
- We don't limit our deals & say "new clients only." Our deals should be for anyone, any time. (Please discuss with the Deal Team, if you are faced with this situation.)
- Our purchasers and merchants know we are different than competitor deal sites, by not allowing restrictions to complicate the deal.
- When a deal certificate is refunded, we must go through the process of putting that certificate back on the site to sell to cover the ad cost, even if the deal has completely sold out.



## Changing Offers



- All change requests to a deal price point or deal offer should be done before print night not on print night.
- For any request to change the price point of the offer for a deal, before it prints, alert the Deal Team and your POA can guide you on how best to make a change w/addendum.
- Price points & offer descriptions are unable to be changed after a deal is live on site or already processed & approved to go live.
- Proof your deal URL before they go live while still in ATOL. Confirm that all information is correct before approving.

# Changing Offers



- Any discrepancy between what printed in the books and what the insertion order states, might cause a delay in making the offer live on the site.
- All departments involved in making the deal live, use the insertion order or addendum to gauge what gets posted on the site, e.g., number of certificates, price point of offer, max number to be purchased or gifted.

# Approval Process

Approved!

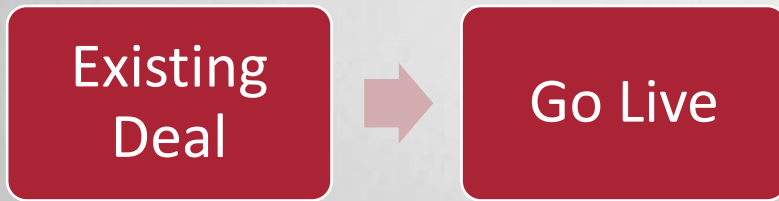


- The Deal Team works closely with all the Division Directors. If a deal is oversold or stacked, a discussion takes place after the deal contract is warned. The Deal Team has the authority to deny a deal, after careful analyzation of the sell-thru status.
- All deal contracts are reviewed by the Deal Team upon submission. Items checked: menu pricing for restaurants, length that the business has been opened, price verification for services or entertainment businesses.
- All contracts automatically go in “unresolved” status when entered until reviewed & approved by the Deal Team.
- Coordination and communication with Sales Reps, Deal Team, Sales Managers, Finance, Merchant Support, Production, is on-going daily from contract entry through the offer going live and until sold out.

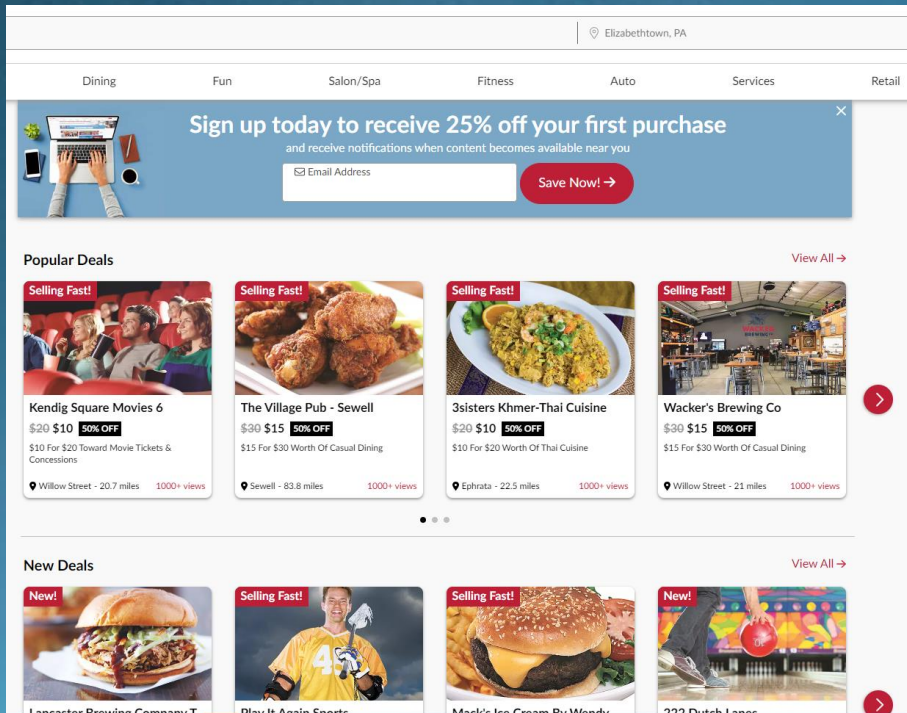
# Approval Process



- Every on-page ad deal banner proof is reviewed via DPS by the Deal Team before the proof is released to the rep and client. We check for competing coupons to the deal offers, correct deal pricing & color coordination of the ribbon on the ad.
- The correct fine print and deal descriptions are key to a successful deal.
- All changes to a deal URL must be made before it is approved and processed to go live.
- Existing deals are reloaded and are a mirror-image of the prior deal that ran. This is the release reload process and there isn't a new URL proof. – **only new deals will have a URL proof to approve!**



# General Tips




- Business must have a website and/or Facebook.
- Do not exclude days of the week or hours on deals.
- Restaurants must be opened & functioning for 1 month before a contract is submitted & approved.
- Service businesses must be opened at least 6 months before a contract is submitted and approved.
- Do not copy price points for family fun deal packages from Seismic/Clip or swipes. They are just a guide for ad & coupon design layout.
- Deals need to be live & have enough certificates available to sell before requesting a banner on a cash ad.
- Always put a deal description on the IO. Do not just put \$15 for \$30 “same as” as the deal description next to the price point.
- For suggested categories and offers, utilize the CCO Offer Index in Clip.



# General Tips

**The Village Pub** The Village Pub - Sewell  
\$15 For \$30 Worth Of Casual Dining



Save \$15! EXP. 181 DAYS 13,724 views

**\$15**  
\$30 Regular Price

[Add to Cart](#)

[Buy Now](#)

[Gift It](#)

Notify me when new offers are available for this location

Subscribe to special offers and announcements directly from this business

Share This Deal

[f](#) [t](#) [w](#) [m](#) [s](#) [+](#)

**Business Highlights**

- ✓ Homemade burgers & sandwiches
- ✓ Shepherd's pie, pot pie, chicken, seafood, meatloaf & more
- ✓ Dips & chips
- ✓ Soups, salads & sides

**Business Details**

<http://www.thevillagepubnj.com>

- Deals connected to a book as the product for a specific mail date, will go live on the release date, not before.
- Stand-Alone FADs to bank proceeds, not connected to a specific product, once approved and cleared from Finance Hold, will go live only on Wednesdays, based on the release date on the contract not sooner.
- All businesses must have a brick & mortar location with signage.
- Avoid any free-lance therapists or technicians working or renting space in spas. Deals must be in the name of the business, not the person.
- Clients must authorize the IO before a deal will go live, otherwise deal will be on Finance Hold until approved & delayed from going live.

# Intelligent Inventory Process

- All deal IO's must be approved before print night along with the URL proofs.
- If your deal is on Finance Hold, your deal will not go live on the scheduled release date.
- Check the Finance Hold Report in My Reports/Local Flavor Reports to see what the status is of your deals.
- ATOL should be checked for any URL proofs that are not approved.
- If the URL files are not approved and processed to make the I.I. (Intelligent Inventory) deadline of Friday of print week, your deal will not go live the following Wednesday.
- The Deal Team processes the approved URL files to go live when received through DPS & will perform a last QC check.



# Q&A

The Deal Team welcomes any questions you might have on the deal processing steps.

Please contact us to discuss options and ideas:

Before deals are live:

[clp-dealreview@clippermagazine.com](mailto:clp-dealreview@clippermagazine.com)

When deals are live:

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