



### Why use Price Rules?

### Why use Price Rules?

- You have a Powerful Tool in CounterPoint

### Why use Price Rules?

- You have a Powerful Tool in CounterPoint
- Use it to Drive in Customer Traffic and Increase Sales

### Why use Price Rules?

- You have a Powerful Tool in CounterPoint
- Use it to Drive in Customer Traffic and Increase Sales
- Decrease Time per Transaction by having the Price Calculated for you

### How to use Price Rules:

### How to use Price Rules:

- Weekly Promotions to Create Return Customer Visits

### How to use Price Rules:

- Weekly Promotions to Create Return Customer Visits
- Drive Sales for Specific Products or Services

### How to use Price Rules:

- Weekly Promotions to Create Return Customer Visits
- Drive Sales for Specific Products or Services
- Bulk Discounts for Customers or Groups

### How to use Price Rules:

- Weekly Promotions to Create Return Customer Visits
- Drive Sales for Specific Products or Services
- Bulk Discounts for Customers or Groups
- Make Room for Incoming Merchandise with Clearance Pricing