

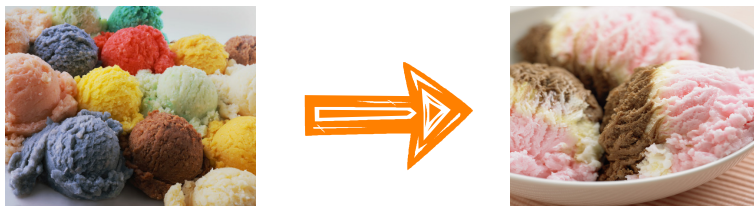
Product Cross Sell Promotion

This fact sheet details typical uses for the Product Cross Sell Promotion and provides instructions on how to set them up correctly using the FSR Sponsor Web site.

Examples of Product Cross Sell Promotions

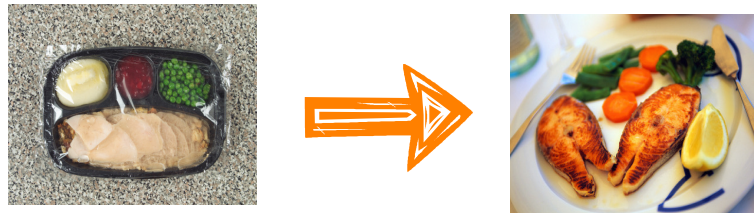
Here are some examples of common uses of the Product Cross Sell Promotion.

Example 1: Introducing New Products



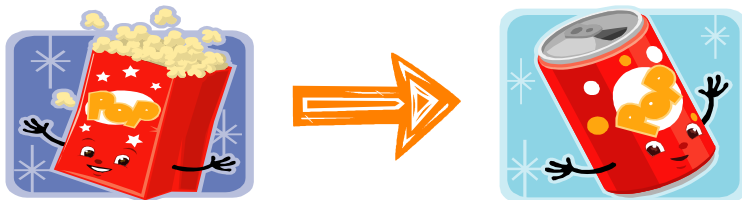
Promote to current buyers of a certain product or products and reward them for trying a new product.

Example 2: Up Sell Your Product(s)



Promote to current buyers of a low margin product and reward them for purchasing a higher margin one.

Example 3: Cross Sell Your Product(s)



Promote to current buyers of a specific product and reward them for purchasing a similar or complimentary one.

How to Set Up a Product Cross Sell Promotion

Step 1: Define Your Promotion

- **Promotion with Points:** Select the Product Cross Sell radio button.

Promotion with Points :

- Traditional [\(What's This?\)](#)
- Fixed Budget [\(What's This?\)](#)
- Volume Based [\(What's This?\)](#)
- Multiple Products [\(What's This?\)](#)
- Product Cross Sell [\(What's This?\)](#)

- **Promotion Dates:** Enter the Start and End date of the promotion. Promotions must run for a minimum of 14 days.

Promotion Dates:

Start Date: (mm/dd/yyyy)

End Date: (mm/dd/yyyy)

- **Billing Information:** (Optional field): You can add a reference number for your internal billing needs. The information entered in this field will be included on the invoice backup report.

Billing Information :(optional)

Billing Reference Number:

Step 2: Select Qualifying Products

- **Qualifying Product Selections:** Step 2 allows you to select the product(s) that the participant must have purchased before the start date of the promotion. These are not the products a participant will be required to purchase in order to receive the bonus points. You can select one product or multiple products by highlighting them and clicking “add to selections”.

Please select the products you wish to target with this promotion. The list is sorted by brand then product group.

Brand Name - Product Name

MADE FROM SCRATCH® - BANANA SILK PIE
 MADE FROM SCRATCH® - BIRTHDAY CAKE
 MADE FROM SCRATCH® - CARROT CAKE
 MADE FROM SCRATCH® - CHOCOLATE CHIP COOKIES
 MADE FROM SCRATCH® - FRENCH SILK PIE
 MADE FROM SCRATCH® - OATMEAL COOKIES

Hold Ctrl key to highlight multiple selections

[\[Highlight All\]](#)

add to selections

- **Select Buyer Option:** Once your products have been selected, you have a chance to review them to make sure you selected the correct ones. Then specify whether the participants must have purchased all of the selected products or at least one of them by selecting the appropriate radio button. The buyer option here refers to pre-promotion purchase history.

Product Selections

If you need to remove a selection from your list, select the product(s) using the box to the left and click on "remove selection".

- MADE FROM SCRATCH® - BANANA SILK PIE
- MADE FROM SCRATCH® - FRENCH SILK PIE

Select Buyer Option:

- Operators who are **buyers of each** selected product for this promotion.
- Operators who are **buyers of at least 1** selected product for this promotion.

Step 3: Select Payout Products

- **Select Payout Products:** Select the products in which participants must purchase during the promotion period in order to receive the bonus payout. You can select one product or multiple products.

Please select the products you wish to target with this promotion. The list is sorted by brand then product group.

Brand Name - Product Name

MADE FROM SCRATCH® - BANANA SILK PIE
 MADE FROM SCRATCH® - BIRTHDAY CAKE
 MADE FROM SCRATCH® - CARROT CAKE
 MADE FROM SCRATCH® - CHOCOLATE CHIP COOKIES
 MADE FROM SCRATCH® - FRENCH SILK PIE
 MADE FROM SCRATCH® - OATMEAL COOKIES

Hold Ctrl key to highlight multiple selections

[\[Highlight All\]](#)

add to selections

- **Select Buyer/Non-Buyer Option:** Once your payout products have been selected, you have a chance to review them to make sure you selected the correct ones. Then specify the buyer/non-buyer option for the participants. You can select buyer, non-buyer or both. The buyer/Non-Buyer option refers to pre-promotion activity.

Product Selections

If you need to remove a selection from your list, select the product(s) using the box to the left and click on "remove selection".

- MADE FROM SCRATCH® - BIRTHDAY CAKE
- MADE FROM SCRATCH® - CARROT CAKE

Promotion Target: [\(What's This?\)](#)

- Buyer
- Non-Buyer
- Buyers and Non-Buyers

Select Non-Buyer Option:

- Operators who have not purchased **any** of the selected products. They have purchased none (0) of the products.
- Operators who have not purchased **all** of the selected products. They could have purchased some but not all of the products.

Step 4: Select Segments

Use the list below to specify which segments you wish to target with this promotion.

Business and Industry - Business and Industry - Company Owned

Business and Industry - Business and Industry - Contract Feeder/Management Company

Business and Industry - Business and Industry - Independent Franchise

Business and Industry - Business and Industry - Self-Operated

Education - College/University - Company Owned

Education - College/University - Contract Feeder/Management Company

Education - College/University - Independent Franchise

Education - College/University - Self-Operated

Education - Elementary/Secondary Schools - Company Owned

Education - Elementary/Secondary Schools - Contract Feeder/Management Company

Education - Elementary/Secondary Schools - Independent Franchise

Education - Elementary/Secondary Schools - Self-Operated

Healthcare - Hospital - Company Owned

Healthcare - Hospital - Contract Feeder/Management Company

Healthcare - Hospital - Independent Franchise

Hold Ctrl key to highlight multiple selections

[\[Highlight All\]](#)

add to selections

- **Select Segments:** You can select the segment/ownership combinations you want to be eligible for your promotion. You can select all combinations by clicking on the [Highlight All](#) link and then clicking on the add to selections button.
- Once your selections have been made, you will have a chance to review them before continuing on to the next step. You can add or remove segments at this time until your list is complete.

Segment Selections

If you need to remove a selection from your list, select the segment(s) using the box to the left and click on "remove selection".

- Education - College/University - Company Owned
- Education - College/University - Contract Feeder/Management Company
- Education - College/University - Independent Franchise
- Education - College/University - Self-Operated
- Education - Elementary/Secondary Schools - Company Owned
- Education - Elementary/Secondary Schools - Contract Feeder/Management Company
- Education - Elementary/Secondary Schools - Independent Franchise
- Education - Elementary/Secondary Schools - Self-Operated

Step 5: Select Geographic Target

- **Select Geographic Target:** Step 5 allows you to segment your promotion by country or even down to a state & province level.

Please use the list below to select which countries and/or states/provinces you wish to target with this promotion. [\(What's This?\)](#)

- All US states
- All Canadian provinces
- All US states and Canadian provinces
- Select US States & Canadian provinces

Tip: This works great for promoting to specific countries or regions. However for maximum coverage, select all US states and Canadian provinces.

Step 6: Promotion Details

- **Promotion Name:** Enter the name of your promotion. The promotion name will appear in reports so try to be as specific as possible and avoid duplicate names if possible.

Promotion Name: [\(What's This?\)](#)

- **Promotion Threshold:** Enter the number of Reward Codes a participant must enter to receive the bonus payout amount.

Promotion Threshold: [\(What's This?\)](#)
Total # of Reward Codes required for operator to earn

- **Promotion Value:** This is the amount the participant will receive in bonus points.

Tip: Awarding double, triple or quadruple points works well when you are awarding bonus points every time a Reward Code is redeemed from an eligible product. A flat amount is recommended when a participant must enter more than one Reward Code or if you want to keep the bonus points consistent.

Promotion Value:

- Point Value
- Double Points
- Triple Points
- Quadruple Points

- **Promotion Cap Per Operator:** This is the number of times a participant can receive a bonus payout for your promotion. For example, if the threshold is 5 and the cap is set at 3, the participant will receive a bonus payout after entering 5, 10, & 15 Reward Codes from eligible products. After that, they are no longer eligible to receive any bonus points for the promotion.

Promotion Cap Per Operator: [What's This?](#)

- One
- Cap Per Operator
- Unlimited

Tip: When working with a limited budget, specifying a cap works well for ensuring the maximum number of participants can earn bonus points. When stacking promotions, setting the promotion cap at one works best. To maximize participation, select unlimited.

- **eNewsletter:** This allows you to decide if you want to communicate your promotion in the Foodservice Rewards eNewsletter. If you select Yes, your copy is also displayed in the My Promotions section of Foodservicerewards.com. If you decide to promote in the eNewsletter, you will be asked to complete the eNewsletter details section. Please refer to the eNewsletter schedule to determine copy deadlines and other considerations.

Do you wish to communicate this offer in an eNewsletter?

- Yes
- No

Step 7: Review Your Promotion

- Once all your selections have been made, you have the opportunity to review every detail of the promotion before submitting. Please review carefully to make sure everything is set up correctly. If eNewsletter copy has been entered, please review in detail for spelling and grammar mistakes. Once you are completely satisfied, enter your initials in the box and click Submit.

Please take a moment to review a summary of your promotion before it becomes final.

Promotion Type

Promotion/Message Type Product Cross Sell

Promotion Start 04/01/2007

Promotion End 06/30/2007

Billing Reference Number Q2 2007 Promotion #26434588

Qualifying Product Group

MADE FROM SCRATCH® - BANANA SILK PIE
MADE FROM SCRATCH® - FRENCH SILK PIE

Promotion Target: Operators who are **buyers of each** selected product for this promotion.

Payout Product Group

MADE FROM SCRATCH® - BIRTHDAY CAKE
MADE FROM SCRATCH® - CARROT CAKE

Promotion Target: NonBuyer
Operators who have not purchased **any** of the selected products.
They have purchased none (0) of the products.

Details

Promotion Name Q2 2007 Education Segment Cross Sell Promotion

Promotion Threshold 5

Promotion Value Point value 1000

Promotion Cap Per Operator: One

If you approve the above details, please enter your initials to confirm.

Step 8: Confirmation Page

- Upon submitting your promotion, you will receive a confirmation that everything was saved correctly. It is a good idea to print this page for future reference.

Your promotion has been accepted and will run as described below. Please print this page for your records.

Promotion Type

Promotion/Message Type Product Cross Sell
Promotion Start 04/01/2007
Promotion End 06/30/2007

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