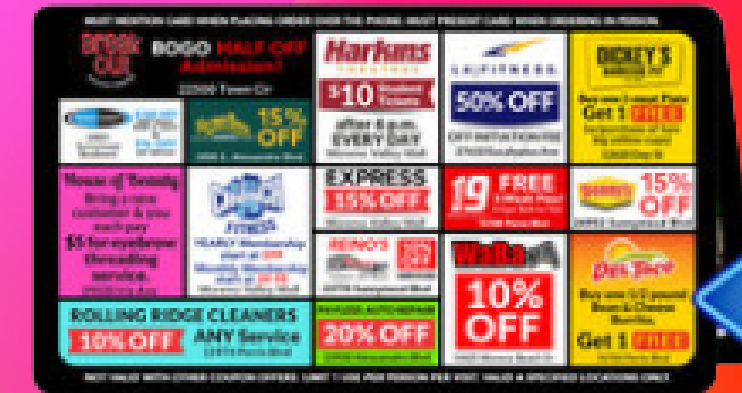




# 10 STEPS: HOW TO MAKE A DISCOUNT CARD



FOR CCC STUDENT SENATES



# 10 Steps to build a Discount Card


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Prospect  
Contact  
Objections  
Follow-up  
Securing Deal  
Design  
Proofs  
Print  
Distribute  
Promote



# Prospect



## STUDENT SURVEY TO DETERMINE WHERE TO GET DEALS

What area do you live in and name 3 of your favorite "locally owned" biz you want us to reach out to: i.e. Placentia - Rutababegorz, Mulberry St., Kento Greek

Answered: 15 Skipped: 4

RESPONSES (15)

WORD CLOUD

TAKE (2)

NEW

Introducing Sentiment Analysis

Detect the feeling and sentiment behind written responses.

Try it!

Upgrade

Watch a demo

Showing 15 responses

☐

LA Habra - Atomic Pizza, Sunrise Donuts & Bakery

3/15/2021 11:12 AM

View respondent's answers

Add tags

☐

Anaheim - Healthy Juvie, La Habra - Chikadee express,

3/15/2021 6:40 PM

View respondent's answers

Add tags

☐

LA Habra

3/15/2021 3:28 PM

View respondent's answers

Add tags

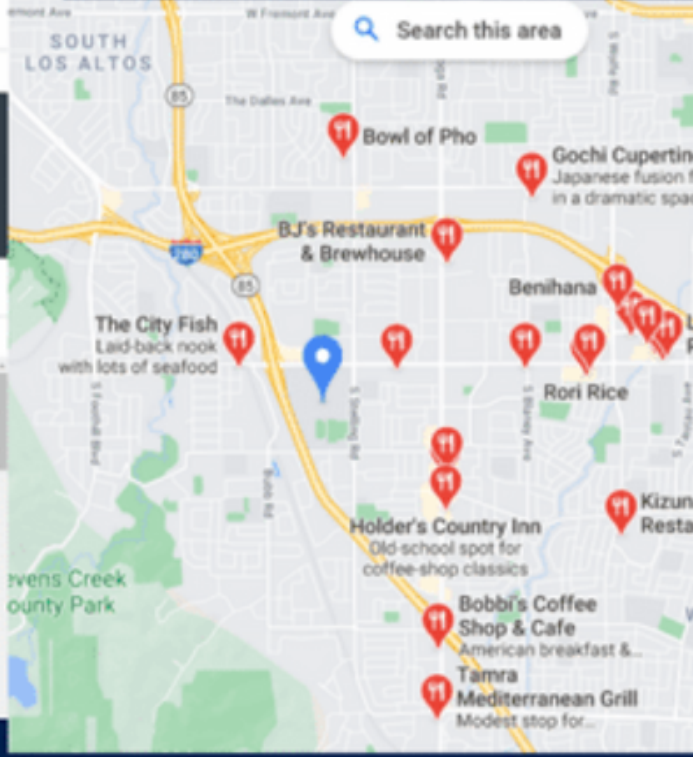
☐

Orange County - Trader's Coffee

3/15/2021 11:30 AM

View respondent's answers

Add tags



Search this area

SOUTH LOS ALTOS

The City Fish Laid-back nook with lots of seafood

BJ's Restaurant & Brewhouse

Benihana

Rori Rice

Kizuna Resta

Holder's Country Inn Old-school spot for coffee-shop classics

Bobbi's Coffee Shop & Cafe American breakfast &...

Tamra Mediterranean Grill Modest stop for...

iwens Creek ounty Park

### THE AVERAGE ACTIVE CARD-HOLDER SAVES \$500/YR!!!

Deals vary by campus as we have to negotiate with each business individually. However, these are typical deals from names you will recognize. Your card will consist of roughly 20 deals from the big brands, and 30 from your favorite spots that are independent and locally owned!

**DINING**  
Buy One Get One FREE Extra! (\$5 To \$15 Value Per User)  
McDonald's, Burger King, Wendy's, etc.

**AUTO**  
\$20 OFF Oil Change / 10-20% off tires, brakes, and service!  
Jiffy Lube, etc.

**BEAUTY/SALONS**  
\$5 OFF (EXPIRES) Great Clips

**ICE CREAM/COFFEE/DOUGHNUTS**  
Buy 1 Get 1 Free  
Cold Stone Creamery, etc.

**RETAIL**  
15% OFF  
Express, etc.

**FITNESS**  
Waived Initiation Fee and/or first month FREE!  
Anytime Fitness, etc.

**SAVINGS PROJECTOR!**  
It all adds up! The active card-holder saves an average \$10/week - that's \$500/yr!

CATEGORY	BUSINESS	DEAL	AVG SAVINGS	USES/YEAR	SAVINGS
Dining	McDonald's	\$1000 (Extra! up to \$1000)	\$ 5	10	\$ 50
Dining	Burger King	\$1000 (Extra! up to \$1000)	\$ 5	20	\$ 100
Entertainment	Wendy's	\$1000 (Extra! up to \$1000)	\$ 5	10	\$ 50
Auto	Jiffy Lube	\$20 OFF Oil Change	\$ 20	2	\$ 40
Fitness	Anytime Fitness	1 Free Month - No Initiation Fee	\$ 10	1	\$ 10
Retail	Express	15% OFF	\$ 10	3	\$ 30
Beauty	Great Clips	\$5 OFF Haircut	\$ 5	5	\$ 25
Ice Cream	Cold Stone	\$1000 (Extra! up to \$1000)	\$ 4	5	\$ 20
Totals				60	\$ 500

## GOOGLE MAPS AND SURVEY STUDENTS

search by 'restaurant, auto, coffee, haircuts, ice cream, vegetarian, etc.

## PUT INTO SPREADSHEET

Business, Phone, Address, Website, Email if you can find it on site or social

## FIND SOMEONE WHO WILL CALL

This is a tough task. Most will give up after a few rejections. See what members have been in sales

• • • • • **Suggest Offers! Here's some they may already have in the system..**

## Call

\*Call before you walk in. Try to tell them about the program and see if they are interested in learning more.



## E-mail

Many will say to email the info over, do so with a pdf that has images.

\*Use Canva - it's free design tool



The graphic is a 'Savings Projector' for a cardholder. It features a grid of categories with various offers and their savings. At the bottom, a table summarizes the savings, showing a total of \$500 per year. A yellow callout box states: 'It all adds up! The active card-holder saves on average \$10/week - that's \$500/yr!'.

CATEGORY	BUSINESS	DEAL	AVG SAVINGS	USES/YEAR	SAVINGS
Dining	Denny's	BOGO Entree! (split w/friend)	\$ 8	15	\$ 120
Dining	McDonald's	BOGO Sandwich! (smash 2 yourself!)	\$ 5	25	\$ 125
Entertainment	AMC	BOGO Gamel	\$ 5	10	\$ 50
Auto	Jiffy Lube	\$20 OFF Oil Change	\$ 20	2	\$ 40
Fitness	Anytime Fitness	1 Free Month + No Initiation Fee	\$ 90	1	\$ 90
Retail	J.CREW	15% OFF	\$ 10	3	\$ 30
Beauty	Supercuts	\$5 OFF Haircut!	\$ 5	5	\$ 25
Ice-Cream	Cold Stone	BOGO Signature Creation!	\$ 4	5	\$ 20
Totals				66	\$ 500



**Always have a list of  
answers ready**



# OVERCOME

## OBJECTIONS

### Common Objections:

**Objection "Our prices are already low"**  
**Answer: "It's about new faces in the door"**

**Objection "We have enough customers"**  
**Answer: "Everyone can use more customers,  
and there's new students this year who aren't  
familiar with the area"**

**NO!**



# Follow up

## Within 3 Biz Days



Keep good notes in your spreadsheet and set reminders

First Name	Last Name	Email	Email 2	Phone Type	Phone 2	Phone 2 Type	Address1	City	State	Zip	Country	Notes	Lead Source	Rating	Email Stat
Stacey		alessandro@farmerboys.com	dalvarez@farmerboys.com	Work	9.52E+09	Mobile	2000 E. Alessandro Blvd	MORENO VALLEY	California	92553	United States	woman said they didn't have the 15% off an	Import	0	Restricted
Viviana		info@crunchmorenovalley.com	manager@crunchmarietta.com	Work				MORENO VALLEY	California	92553	United States	Gave call phone of stephanie alvarez which -- 03/04/2021 @ 2:56 PM -- Email sent: ! De -- 03/04/2021 @ 2:56 PM MST -- (951) 616 -- 1/30/2020 @ 6:08 PM MST --	Import	0	Confirmed
Yuri		c01363@chilis.com		Work			27050 Fir Ave					Approved by Yuri c01363@chilis.com	Import	0	Confirmed
Nancy	Montoya	nancymontoya.lafitness@yahoo.com		Work			27610 Eucalyptus Ave	SAN BERNARDINO	California	92401	United States	- 03/04/21: closed to the public -- 1/14/2020 @ 7:17 PM CST --	Import	0	Confirmed
Will	Gutierrez	wgutierrez@socalpizzaco.com		Work	9.52E+09	Home	24021 Alessandro Blvd	MORENO VALLEY	California	92553	United States	- 03/04/21: no answer -- 1/22/2020 @ 05:16 PM -- Email sent: Par -- 1/22/2020 @ 5:16 PM CST -- (951) 500-1	Import	0	Confirmed
Thomas	Jennings	gm_mvmm@round1usa.com		Work				MORENO VALLEY	California	92553	United States	-- 1/22/2020 @ 03:20 PM -- Email sent: Tho -- 1/22/2020 @ 3:20 PM CST -- (951) 697-0 -- 1/22/2020 @ 3:20 PM CST -- (951) 697-0	Import	0	Confirmed
Erica	Saltsman	esaltsman@portillos.com		Work	6.03E+09	Home		MORENO VALLEY	California	92553	United States	-- 1/22/2020 @ 03:18 PM -- Email sent: Eric -- 1/22/2020 @ 3:18 PM CST -- (602) 568-3 -- 1/22/2020 @ 3:18 PM CST -- (602) 568-3	Import	0	Confirmed
Adrian		aaguilar@bjsrestaurants.com		Work			22920 Centerpoint Dr					Adrian approved - working on a better offer	Import	0	Restricted
Akther		ajahan1010@yahoo.com		Work	3.24E+09	Other	22500 Town Cir	MORENO VALLEY	California	92553	United States	-- 1/14/2020 @ 12:48 PM -- Email sent: Part -- 1/14/2020 @ 12:48 PM CST -- (323) 702	Import	0	Confirmed
Alicia		ihop760ag@gmail.com		Work				MORENO VALLEY	California	92553	United States	-- 1/22/2020 @ 02:22 PM -- Email sent: Alici -- 1/22/2020 @ 2:22 PM CST -- (951) 242-1 -- 1/22/2020 @ 2:21 PM CST -- (951) 242-1	Import	0	Restricted
Alicia		alisha.juiceitup@yahoo.com		Work			25970 Iris Ave	MURRIETA	California	92562	United States	- 03/04/21: no answer -- 1/14/2020 @ 03:33 PM -- Email sent: Par	Import	0	Confirmed
Big Jay		jsfamilyauto1@gmail.com		Home				MORENO VALLEY	California	92553	United States	-- 1/30/2020 @ 3:11 PM MST -- Jay out for 2 weeks -- 1/30/2020 @ 12:37 PM -- Email sent: Big -- 1/30/2020 @ 12:36 PM MST -- (951) 242	Add A Contact	0	Confirmed
Briana		bwilliams@deltaco.com		Work			12641 Moreno Beach					-- 03/04/2021 @ 2:57 PM MST -- (951) 243- Approved by Briana	Import	0	Restricted
Carlyn		cgarciacastiolo@johnspizza.com		Work				MORENO VALLEY	California	92553	United States	- 03/04/21 location is closed -- 1/29/2020 @ 11:50 AM MST -- Groups of 12 or more - \$9.99 LUNCH or \$1 -- 1/14/2020 @ 3:25 PM CST -- (951) 656-5	Import	0	Confirmed
Carol		gm1003@farmerboys.com		Work			12240 Pigeon Pass	MORENO VALLEY	California	92553	United States	-- 03/04/2021 @ 3:12 PM MST -- (951) 243- -- 1/17/2020 @ 12:50 PM -- Email sent: Par -- 1/17/2020 @ 12:50 PM CST -- (951) 243- -- 1/17/2020 @ 12:49 PM CST -- (951) 243-	Import	0	Restricted



# Secure the Deal

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Send follow up email and let them know the proof is on the way

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# Design



REGISTER FOR CANVA.COM

It's free and easy to create images

USE SPREADSHEET AND GO TO WEBSITE

To find the logos

DESIGN

Drag and drop logos and insert text into the squares





# E-mail proof

Make sure you get approval back  
before printing





# Find a wholesale printer



## Discount Cards

Attract new buyers. Reward loyal customers.

Maximize your advertising budget.

[Order Discount Cards](#)





# DISTRIBUTE



# MARKETING - CREATE PRINTED MATERIALS AND PROMOTE ON SOCIAL

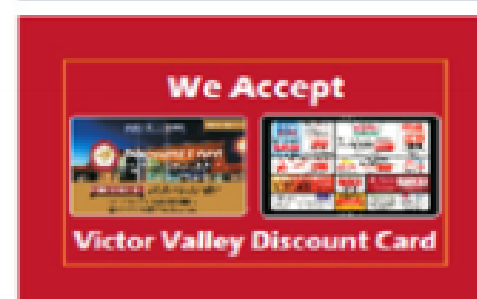
Custom 8 foot portable banners, flyers, and window decals for the participating businesses!



8 Foot Tall Custom Portable Banner



Custom Flyers



Custom Decals with your SG logo proudly displayed in the window at 40 participating businesses!

