

To: Sales Team
From: Marketing Team
Re: **Exclusive Discount to all teachers and non-teaching staff**
Date: August 30, 2023
CC: CBB, SC, HR, ACCTG, MIS, AUDIT

Good News!
We are excited to announce that the teachers’ discounts will no longer be limited to just the month of September to October during the Teachers Day celebration. Instead, we will now offer a year-round discount to all staff members working at the school, including teachers and non-teaching staff. As one of our special clients, they will now enjoy exclusive discounts on regular items throughout the entire year. Sophia Jewellery honors their remarkable dedication and unique stories to this noble profession. This gesture is a heartfelt tribute to the role models in our lives who have helped us create our success stories, and a profound gratitude for their unwavering commitment to shaping the future.

Hence, please see the details below and share the good news to our dear clients, family, and friends:

WHAT: **My Teacher, My Hero**
Exclusive discount to all teachers and non-teaching staff

WHEN: September 1, 2023 until further notice

WHERE: All Sophia Jewellery outlets, FB Live

HOW:

A. Mechanics

- 1. A discount of **35%** on all regular items, will be offered exclusively to all employees working in school, including teachers and non-teaching staff.
- 2. Promo is open to the following transactions.

Cash	<input checked="" type="checkbox"/>	G-cash	<input checked="" type="checkbox"/>	HC Pay	<input checked="" type="checkbox"/>
Debit Card	<input checked="" type="checkbox"/>	G-gives	<input checked="" type="checkbox"/>	Hulug-Hulugan	<input type="checkbox"/>
Credit Card (straight)	<input checked="" type="checkbox"/>	G-Paybills	<input checked="" type="checkbox"/>		
		Maya	<input checked="" type="checkbox"/>		

- 3. The discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- 4. To avail the discount, the client must present a school valid ID showing his/her position in the educational institution.
- 5. Store ECs must validate the client's identification and enter the ID number into the system. If necessary, ECs should also update the client's profession in the system.
- 6. For auditing purposes, EC’s must input **#EDTS** when processing the transaction in the system.

B. Awareness

- 1. **Text blast brigade** - Text blast brigade via CRM and EC will be sent to the clients.
We extend our heartfelt appreciation to the guiding lights of knowledge. To honor your dedication and passion, we're delighted to unveil an exclusive discount to all teachers and non-teaching staff. This is our humble way of recognizing the invaluable contributions you make to help shape the future. Visit Sophia Jewellery to discover pieces that mirror your commitment and brilliance. See you!
- 2. **Intercept** - EC will intercept clients and can use this introductory spiel for reference.
“Welcome to Sophia Jewellery, Ma’am/Sir! Pwede ko po bang malaman ang occupation nyo? Meron na po kameng inooffer na exclusive discount for all teachers and non- teaching staff bilang pasasalamat. As we honor your dedication, you deserve to own a piece of jewelry. Pwede nyo po i-check itong mga items namin (direct clients to display)”

For any concerns and feedback regarding the special discount, please feel free to contact M’ Colleen Veloso from Marketing team at 0917-795-7460.

Thank you.


Darlyn D. Espiritu
Marketing Director

