

To: Sales Team

From: Marketing Team

Re: **Exclusive discount to Direct Sellers**

Date: March 12, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Good news!

In our continuous effort to honor the stories of our clients, we are excited to announce that we'll now offer a year-round discount to selected Direct Sellers. They will now enjoy a special discount on regular items throughout the entire year. At Sophia Jewellery, we recognized the dedication and hard work of our direct sellers while further strengthening our commitment to their success.

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

**WHAT:** Exclusive discount to selected Direct Sellers

**WHEN:** March 13, 2024 until further notice

**WHERE:** All Sophia Jewellery Outlets

**HOW:**

**A. Mechanics**

- 1.1 A discount of 35% on all regular items, will be offered exclusively to the selected direct sellers. Consignment, Rematado and Forever Sale items are not included.
- 1.2 The following are the only chosen direct sellers who can enjoy the exclusive discount.

Direct Sellers
Avon
Tupperware
Marikina Shoe Exchange (MSE)
Personal Collection

- 1.3 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"/>		

- 1.4 The discount is not in conjunction with other ongoing promotions. Please take note that only one promo/discount code shall be applied.
- 1.5 To avail the discount, the client must present a direct seller identification (ID).
- 1.6 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 (direct seller) in the system.
- 1.7 For auditing purposes, enter the promo code **#EDDS**.

**B. Message Blast Brigade –** message blast will be done through CRM.

*“We extend our heartfelt appreciation to the dedication and hard work. To honor your commitment and passion, we're delighted to unveil an exclusive discount to direct sellers. This is our humble way of enhancing opportunities to thrive and prosper. Visit Sophia Jewellery to discover pieces that mirror your commitment and brilliance. See you”*

**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 direct sellers 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 exclusive discount, please feel free to contact M’ Colleen Veloso from Marketing team at 0917-795-7460.

Thank you.

  
Darlyn D. Espiritu  
Marketing Director