

To: Sales Team

From: Marketing Team

Re: **Exclusive discount to Financial Advisors**

Date: March 12, 2024

CC: SC, HR, ACCTG, MIS, AUDIT

Good news!

In our continuous effort to honor the stories of our clients, we’re excited to announce that selected financial advisors can now enjoy year-round discounts on regular items. This is our way of showing appreciation for their invaluable contributions to their clients' financial success.

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

- WHAT:** Exclusive discount to the selected Financial Advisors
- 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 Financial Advisors. Consignment, Rematado and Forever Sale items are not included.
- 1.2 The following are the only chosen financial advisors who can enjoy the exclusive discount;

List of Companies/Financial Advisor
Sun Life of Canada (Philippines), Inc (Sunlife)
Pru Life Insurance Corporation of U.K (Pru life)
Manufacturers Life Insurance Co. (Phils.), Inc. (Manulife)
Philippine Axa Life Insurance Corporation (Axa)

- 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 their company ID as proof of being a financial advisor.
- 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 (Financial Advisor) in the system.
- 1.7 For auditing purposes, enter the promo code **#EDFA** .

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

“We extend our heartfelt appreciation to the invaluable contributions of our financial advisors. To celebrate your journeys, we're delighted to unveil an exclusive discount to all financial advisors. 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 kung anong occupation nyo? Meron na po kameng inooffer na exclusive discount for all financial advisors 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