



barSTOCK "FUTURES" (TOKEN) SYSTEM

barSTOCK has a token (futures) system available to clubs/pubs whereby customers can purchase future cards when they think the price is right for their particular drink(s) They pay at the time of ordering & the money goes directly into your a/c.

Tokens can be pledged back to the establishment that evening or at a future visit or traded /given away / swapped with friends etc. The token only has value at your establishment and cannot be used elsewhere unless you have other pubs / clubs running barSTOCK software. These tokens are used time and again and are security developed so that they cannot easily be copied / reproduced....ask for details.

Each token has "FUTURES" printed on one side along with the full barSTOCK logo. The other side is printed by inkjet / rubber stamp etc with the name of the drink it represents plus your address, nights of operation or any other information you may require. This makes the token system customised to your application. Tokens can be supplied pre-printed or on sheets of A4 printed one side only for you to print up to your requirements. One A4 sheet holds 12 tokens.

You can of course, limit the number of futures sold to a single client and also the number of drinks you want to offer futures on & also how many futures you want to sell that night. You may wish to print extra cards for the drinks that are more profitable / popular or that you wish to push for promotional reasons.

ADVANTAGES OF THE TOKEN SYSTEM

THE TOKEN SYSTEM CAN BE INCORPORATED WITH ANY EPOS SYSTEM FROM SIMPLE TILLS TO TOUCH SCREENS TO RADIO HAND - HELD ETC...

1. MAKE MORE SALES PER PERIOD / EVENING (NOT ALL TOKENS WILL BE PLEDGED BACK IN)
2. TO PLEDGE BACK TOKENS CLIENTS HAVE TO RETURN TO YOUR ESTABLISHMENT TO SPENDAND YOU WIN.
3. IF THEY COME BACK TO PLEDGE CARDS THEY WILL PROBABLY STAY AND WHILST PLEDGING TOKENS AT THE BOUGHT PRICE

WILL MOST PROBABLY BUY OTHER DRINKS AT NORMAL LIST PRICES...AND YOU WIN.

4. TOKENS MAY BE LOST ...AND YOU WIN.
5. CLIENT MAY MOVE AWAY AND NOT USE THEM AT ALL...AND YOU WIN.
6. YOU MAY PUT A TIME LIMIT ON THEIR VALIDITY...AND YOU WIN.
7. TOKENS IN PEOPLE'S POCKETS ARE A REMINDER TO THEM AND A TALKING POINT.
8. TO FRIENDS ETC & PROMOTE barSTOCK FOR YOU!
9. ONLY A SMALL PROPORTION OF THE DRINKS ON DISPLAY ON THE SCREENS / VIDEO WALLS ETC ARE GOING TO MERIT TOKEN SALES BUT YOU CAN ORGANISE WHICH PRODUCTS WILL SELL MORE TOKENS
10. TOKENS CAN BE ISSUED FOR BEER REACHING SELL BY DATE. THEY CAN BE USED FOR PROMOTING NEW PRODUCTS, SLOW MOVERS, SNACKS AND SOFT DRINKS.

Retail has never been so much fun!