Handling Offline Payments

Promotion / Discount Codes

Promotion / Discounts can be used for a variety of incentives, such as early bird, promotions, group bookings, cash type payments and online bookings.

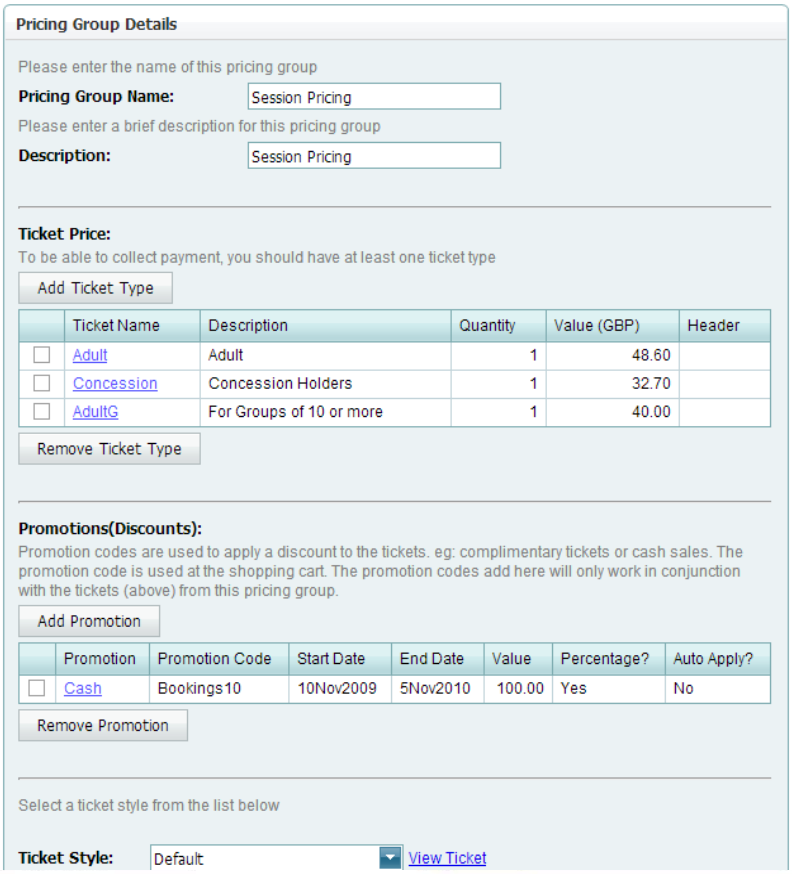
Whilst your patrons are transitioning to online booking, Promotion / Discount codes can be used to give you the flexibility to handle cash, cheque and offline credit card payments so your reporting still accurately reflects the total sales for your event.

After your event is over consider adding your Door Sales as a Promotion / Discount code. This gives you a complete historical view of the event plus updates the total revenue analysis.

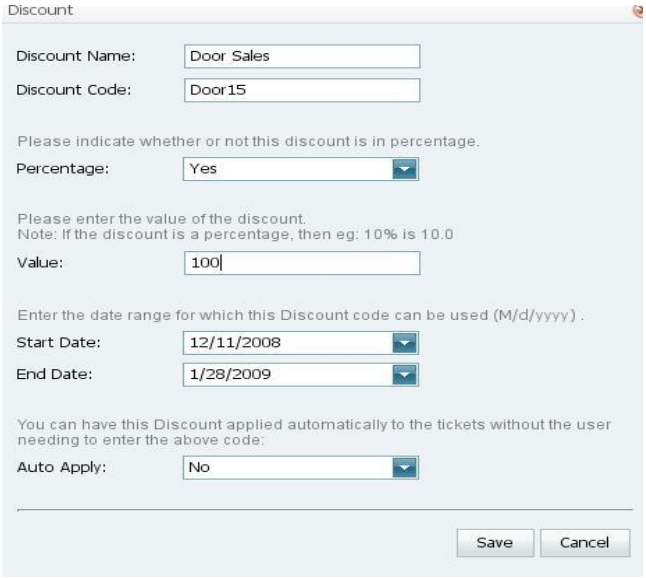
Each Event can have unique Promotion / Discount codes. Setting up and managing Promotion / Discount codes can be found under **Manage Events** and then within each Event and then under **Pricing Groups**.

Adding Promotion / Discounts:

1. Under **Pricing Groups**, select the desired pricing group and then click on Add Promotion / Discounts.



After clicking *Add Promotion / Discount*, the below screen will appear.



- **Promotion / Discount Name:** name that will show on your reports.
- **Promotion / Discount Codes:** make sure you keep these codes secret otherwise you may find you have people coming to your event at your reduced rate.
- **Percentage:** select *YES* if you wish to apply a constant percentage Promotion / Discount to all tickets. Eg. If patrons book before a certain date, a Promotion / Discount incentive may be 50% off all tickets. The example in the box above of 100% would be used for recording Door Sales or if you have accepted cash for the tickets and need to update your records. (This is explained further in *Handling Offline Payments*)
- **Value:** is a defined amount you wish to discount from each ticket. Eg. Offering a £20 discount for group bookings
- **Start and End Date:** Promotion / Discounts can be set to commence or stop on a particular date.
- **Auto Apply:** If you select YES, patrons will automatically receive the Promotion / Discount within the defined date range. Alternatively, you can use a promotional discount code which can be entered and applied as they reach the booking shopping cart.

You can enter as many Promotion / Discount codes that you require. Then click *Save* to keep the Promotion / Discounts. If you have made a mistake, you can go back and **Edit** or **Remove Promotion / Discount.**

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Whilst making the transition to an online system, you may still need to accept cash, cheque or manual credit card payments (Offline Payments). It is important to keep accurate records within TryBooking to ensure a true reflection of money collected is maintained.

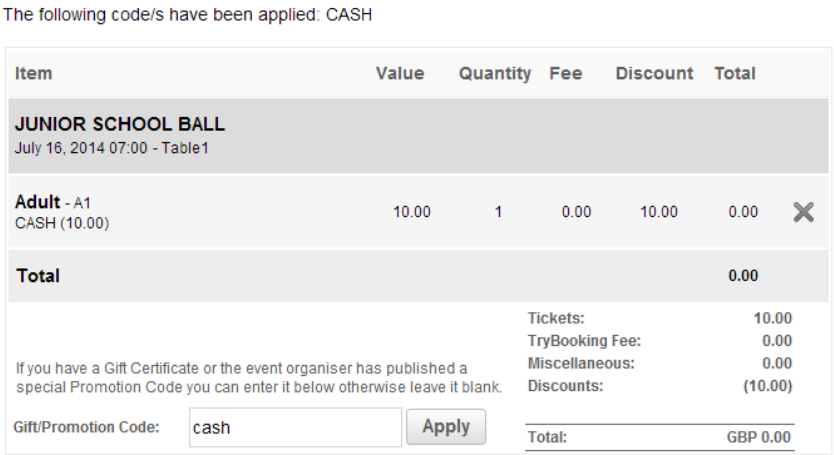
There are numerous strategies you can use to encourage patrons to book online. Please read our Fact Sheet *Managing Change to Online Bookings which was emailed to after your account was created*, which explains how to promote and publish your event to reduce cash payments.

Give your patrons a reason to try your online processing, maybe add a small box office fee for handling such manual payments is a simple way to help encourage them to make the change. Box office fees can be added via Manage Events, select your event and then Box Office Fees.

Whether it is a cash, cheque, manual credit card or door sales, they are all transactions that DO NOT pass through TryBooking merchant facilities. They are set up and processed in a similar manner, using Promotion / Discount codes which is explained below.

Setting up Offline Payments:

- Firstly you will need to set up a Promotion / Discount code within your TryBooking account. Under **Pricing Groups** on the Event Page, **Add Promotion / Discount**. Remember this Promotion / Discount code is not to be shared with anyone.
- Enter the **Promotion / Discount Name, Code** and nominate *'Yes'* as a percentage to the **Value** of 100. Enter the expiry date of your event. Click *'No'* to **Automatically Apply**. It is very important that you do not make this discount **Automatically** Apply, otherwise every transaction that is processed with TryBooking will have a 100% discount.
- Collect the relevant details of the customer you are processing the transaction for including the email address as this is where the tickets will be sent.
- Now, process bookings as normal up to the **Shopping Cart** page, where you will need to enter the Promotion / Discount code as set above and click **APPLY.** You should notice that the amount charged has now reverted to £0. As you have already collected this money, the booking fee of 15 pence will not apply.


The following code/s have been applied: CASH

Item	Value	Quantity	Fee	Discount	Total
JUNIOR SCHOOL BALL July 16, 2014 07:00 - Table1					
Adult - A1 CASH (10.00)	10.00	1	0.00	10.00	0.00
Total					0.00

If you have a Gift Certificate or the event organiser has published a special Promotion Code you can enter it below otherwise leave it blank.

Gift/Promotion Code: cash Apply

Tickets:	10.00
TryBooking Fee:	0.00
Miscellaneous:	0.00
Discounts:	(10.00)
Total:	GBP 0.00

As you click 'Apply' to your discount code, the total price becomes 0.00.

Handling Offline Payments

Reports for Offline Payments

Using a different Promotion / Discount code for cash, cheque and manual credit card payments ensures you still receive an overall outcome of your total revenue for that particular event. From the report, **Event Revenue Itemised** there will be a listing of total tickets sold, total tickets and payments taken as cash.

Event Revenue Itemised

Event Name: Night of the Stars

Total Bookings: 4

Item	Tickets	Amount	
Tickets			
adult	2	43.40	
child	2	19.40	
Family	8	79.40	
	12	142.20	Total Ticket Sales and Ticket Count by Ticket Type
Discounts			
CASH - 100.00%	1	(21.70)	
CHEQUE - 100.00%	1	(21.70)	
MANUAL CREDIT CARD - 100.00%	2	(19.40)	
	4	(62.80)	Total tickets sold via Cash, Cheque and manual credit card
Credit Card Fees			
Amex	12	(2.17)	
	12	(2.17)	
Total:		**77.23**	This is the value of Total Revenue – Discounts – Credit Card fees and will be what Trybooking is holding in your account.

Tip: *If you are to take door sales, consider putting these into TryBooking to establish a full record of bookings and revenue for later reference.*