



HOW TO ADAPT YOUR BUSINESS: Gift Certificates

Gift certificates help grow your business by providing several revenue opportunities, such as increasing repeat traffic and by attracting new customers. Here are a few ways you can start implementing gift certificates.

WHY OFFER GIFT CERTIFICATES?

- Encourage customers to purchase NOW, improving cash flow.
- Help attract new customers to your business
- Build brand awareness and increase customer loyalty
- Provide the perfect gift, for any occasion

WHERE DO I START?

- If you don't have gift cards or gift certificates available already, download Grande's [Customizable Gift Certificate](#) from their website.
- Add gift certificates to your printed and online menu. Use Grande's Gift Certificate Sign to help promote in the restaurant.
- Don't forget to keep a record of gift certificate purchases to track business and avoid theft opportunities.



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HOW DO I START IMPLEMENTING GIFT CERTIFICATES?

1. Download and customize Grande's [Customizable Gift Certificate](#).
2. Save and print the customized gift certificates.
3. On the printed gift certificate, fill in the blank fields such as the certificate number and amount.
4. Track each certificate purchase on the tracking log, reconciling this nightly.
5. Thank the customer for supporting your business.
6. When the gift certificate is redeemed, simply take the gift certificate amount off their entire purchase order. Don't forget to update your gift certificate tracking log.

THINGS TO CONSIDER:

- Communicate to your staff how to handle gift certificates that have a remaining balance.
- Carefully consider the time the gift certificate should be valid. Having the gift certificate expire after six months or one year ensures that the customers will take advantage of their gift certificate.
- Anticipate customer needs by offering multiple ways to purchase gift certificates: website, social media, delivery, etc.
- Think about offering a gift certificate promotion: free \$10.00 gift certificate with purchase of \$50.00 worth of gift certificates.