



# Choose CBR

digital vouchers

## Tips for ChooseCBR participating businesses

Participating in ChooseCBR is a great way to get more customers spending more, and there are a few simple ways you can make the most of the program.

### How to attract customers

**Tip 1:** Tell your customers you are participating

With nearly 50,000 people already registered to spend at participating businesses, people want to know if you are participating when they visit your business.

**Tip 2:** Use your social media

Social media is a really great way to highlight your participation in the program – particularly to your regular customers. You can download social media assets on the ChooseCBR website: [choosecbr.act.gov.au](http://choosecbr.act.gov.au).

**Tip 3:** Put up visible signage

Make sure when people walk into your shopfront (if you have one) or visit your website that it is obvious you are participating in ChooseCBR.

### How to boost sales

**Tip 1:** Consider packaging together goods or services to give customers an option to spend their vouchers

Consider offering specials or bundles that allow customers to spend the minimum amount required to use their voucher. For example, offer a \$40 lunch special for two people, which would allow them to use their \$20 voucher.

**Tip 2:** Have your point of sale QR code available for customers

In your ChooseCBR Business Toolkit you will find a QR code card that you can present to customers so they can scan it and sign up to ChooseCBR on the spot. Let them know it's really easy to sign up and doesn't take long – less than one minute.

**Tip 3:** Enter the code as close as possible to the time of transaction

To ensure your customer's voucher is accepted, make sure you enter it into your ChooseCBR dashboard as close as possible to the time of transaction. You can also ask for a voucher code over the phone.

### How to train your staff

**Tip 1:** Tell your staff about the program and that you are participating

Your staff will be key to making sure you make the most of the program. Make sure you talk them through how it works, how to talk to customers about it, and how to redeem vouchers.

**Tip 2:** Make sure they watch the 'How to redeem vouchers' video

There is a simple 'How to redeem vouchers' video available on the ChooseCBR website. Show your staff so they can see how easy it is to redeem a voucher.

**Tip 3:** Ensure your staff know how to redeem vouchers at the point of sale

Make sure at least one staff member knows how to redeem vouchers and have a device (tablet or phone) at the point of sale to enter the voucher amount. In your ChooseCBR Business Toolkit you will find badges your staff can wear.