

BOOKER



smartcash
actionable insight

There is more to data than data

But you would like to know how to get the top category buying customers to purchase your range?

Would you like to know how to get real retained distribution?

But you would like to get real time Return on Investment figures?

Would you like truly incremental distribution?

Using your **Booker SalesOut** access, SmartCash online is an integrated approach that can help you drive your volume and increase customer penetration.

Need Assistance?

Attend a SmartCash Workshop

At SalesOut HQ attend a monthly workshop where we will help you customise a promotional direct marketing strategy, helping you identify customer opportunities, as well as submitting deals on

Book your place today

0870 860 8700

One click digital marketing

SmartCash is an efficient, online, promotional management tool within the **SalesOut** system, which has been designed to assist suppliers in setting up strategic marketing campaigns using Booker branded direct mailed coupons.

HOW?

1. Log into your **Booker SalesOut** website to find your category distribution gaps to identify and evaluate your distribution opportunities.
2. Submit your selected deal and target customer group direct to your Booker buyer. Choose from **Free case, money off, BOGOF** deals.
3. Booker organise and manage targeted mailings to your chosen prospects.
4. Use your Booker SalesOut website to track your sales online.

Log on to your www.salesout.co.uk **today** to drive your volume

