Strategic Discount Planning Framework

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A planning framework for running promotions while considering their effect on margins.

What this guide covers

- Set rules for offers and discount decisions.
- Plan promotion timing across a calendar.
- Review results alongside profitability.

Who this is for

For sellers and small business owners planning promotions.

Putting the ideas to use

Use the framework to prepare a promotion calendar and decision criteria.

Book details

Format: Guide. Pages: 16. Words: 850.

Download availability: After payment, download the complete ZIP package or the included PDF separately.