



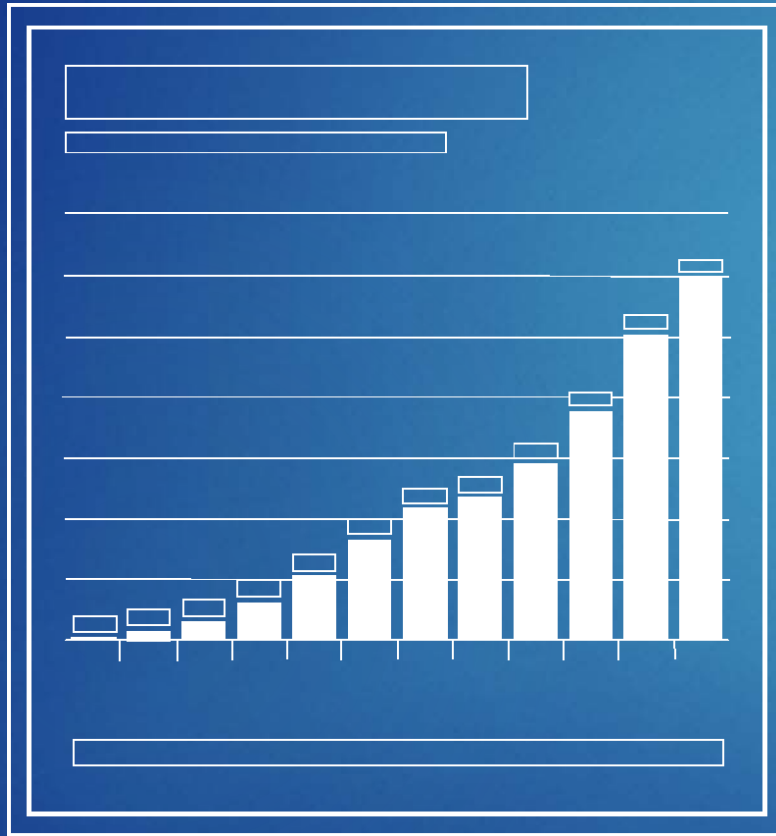
ONE TREE  
VOUCHER SOFTWARE



# High Days and Holidays

HOW TO MAKE THE MOST OF CHRISTMAS GIFTING  
PHIL CALLAN, MANAGING DIRECTOR

# When do people buy gift vouchers?



- ▶ Welcome
- ▶ The secret to building up voucher sales revenue
- ▶ When do customers buy?
- ▶ Annual Road Map
- ▶ Special Offers for Black Friday

# What volume of gift vouchers can you sell annually?



## Typical Sales Patterns

When does £1,000 = £20,000?



# The power of Christmas



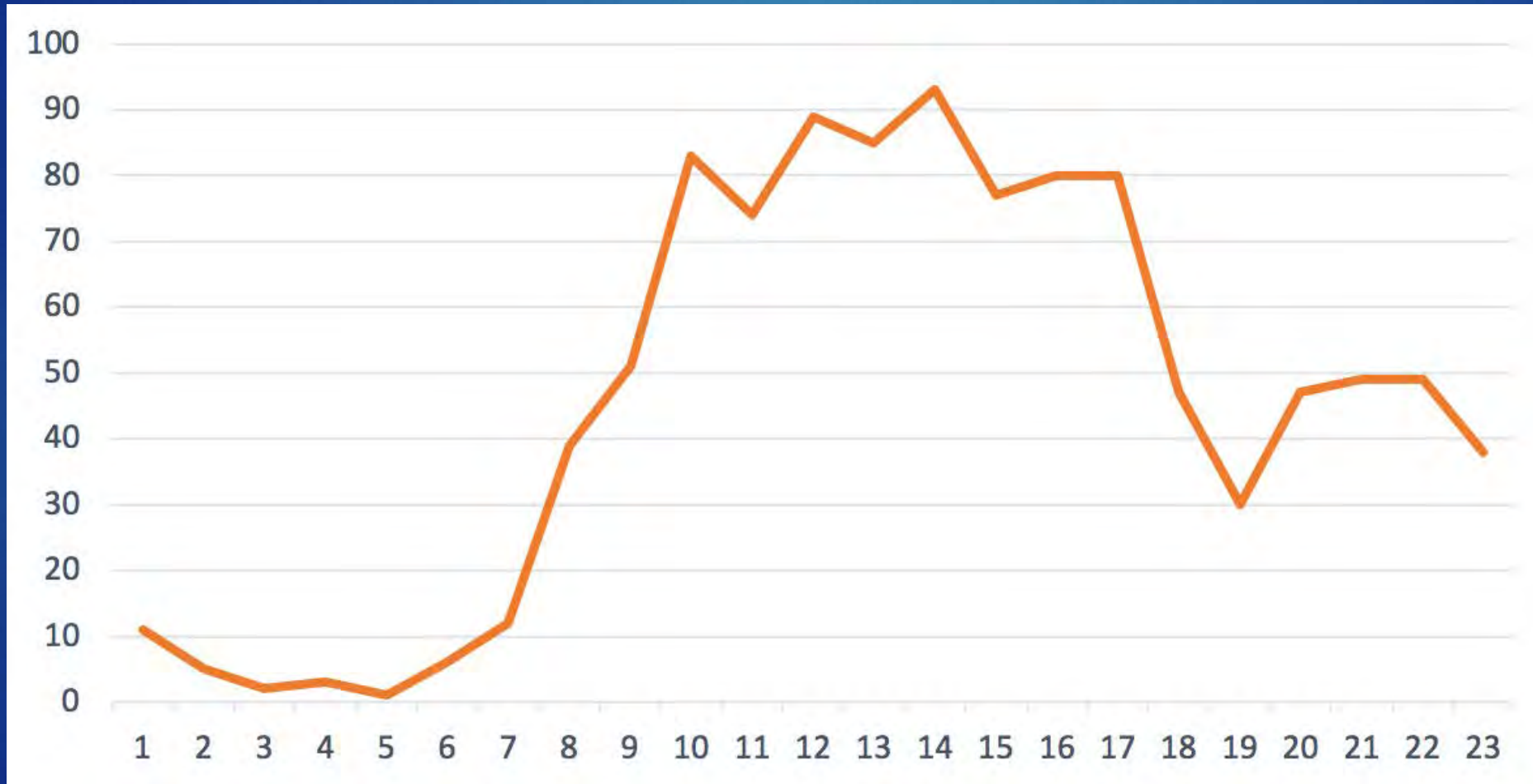
**2x and 8x**

November and December

In November, you may sell twice as many vouchers as you would over the course of an average month.

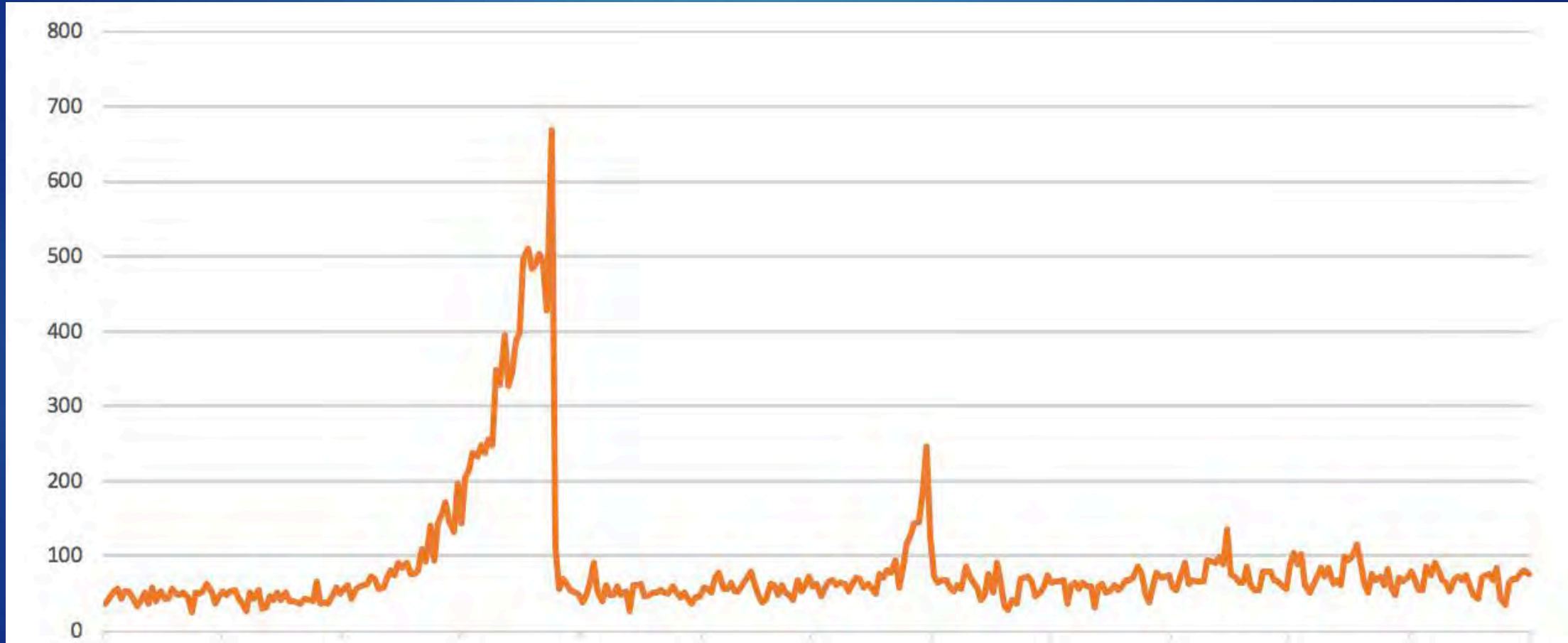
In December, sales can be up to **eight times higher** than your monthly average.

# What day is this?





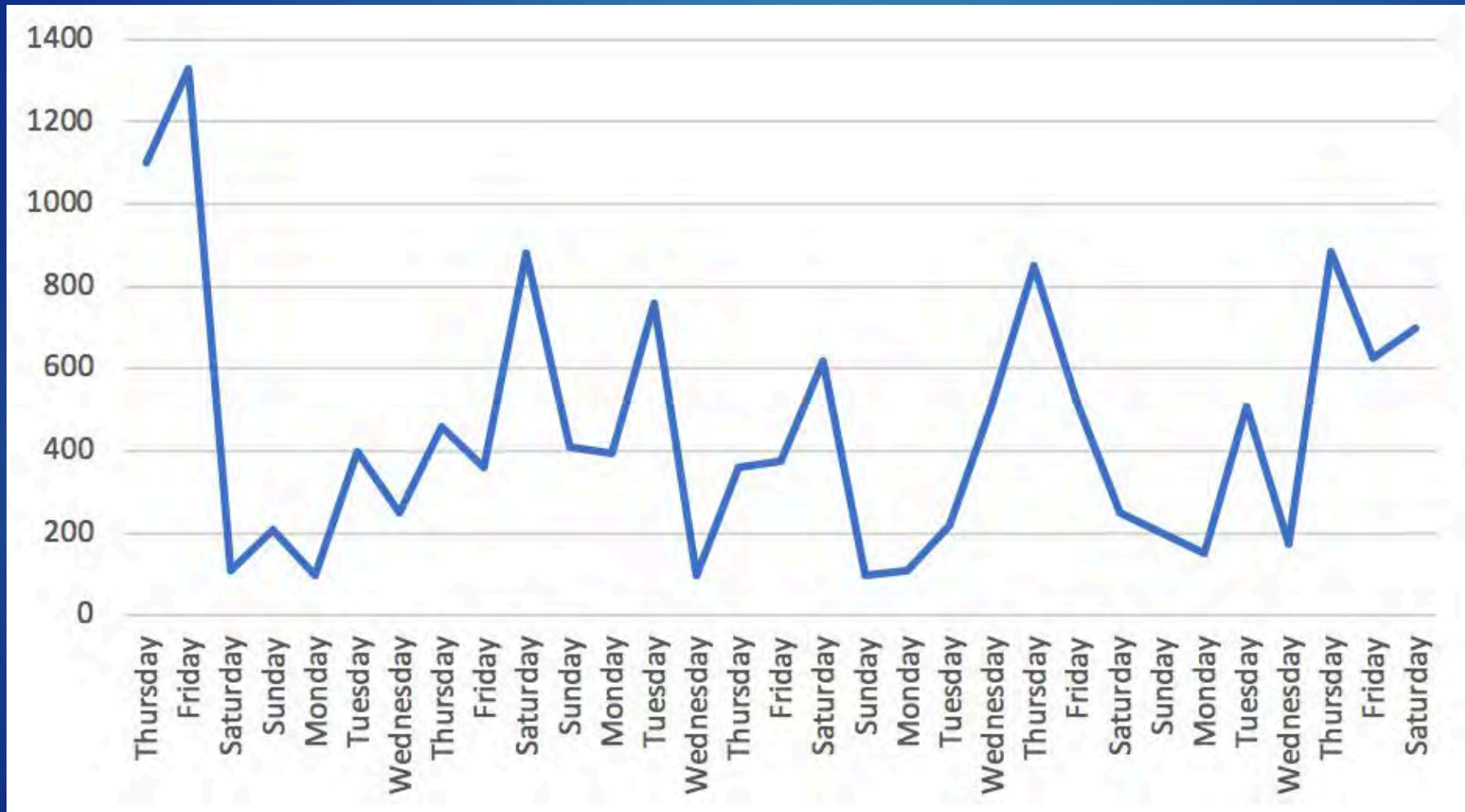
# Where is Christmas?



# Did you say Father's Day?



# The working month





# Special Offers



## Special Offers

Save up to 50% in our sale. Sheer luxury and indulgence for less! Buy an offer voucher today and use between now and March next year, but don't delay, there's limited availability and when they're gone, they're gone.



### Mid-week Tapas Taster for Two

Valid from 04/12/19 to 30/04/20

~~£50~~  
**£25**

33 remaining

DETAILS - 1 + BUY >



### Midweek Lunch for Two

Valid from 20/01/19 to 30/04/20

~~£34.00~~  
**£26.80**

20 remaining

DETAILS - 1 + BUY >



### Bed & Breakfast - Three Nights For Two

Valid from 24/12/19 to 29/05/20

~~£400~~  
**£200**

78 remaining

DETAILS - 1 + BUY >



### Fabulous Three Night Package

Valid from 15/12/19 to 15/04/20

~~£400~~  
**£315**

96 remaining

DETAILS - 1 + BUY >

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Safe payments handled by [stripe](#)

- ▶ Black Friday
- ▶ Sell excess capacity
- ▶ Limited Time Promotions
- ▶ Discount Prices
- ▶ Visible to all or VIP

# Thank you!



Phil Callan

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