

## Using a G.O.T. Markdown Printer

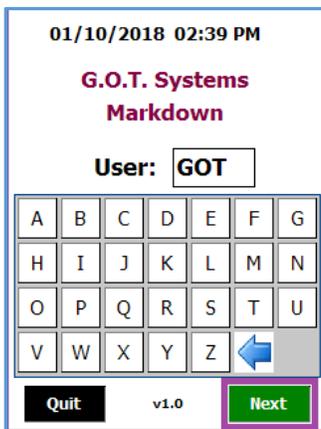
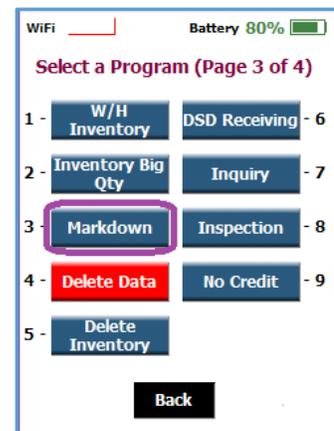
G.O.T. Systems now has a solution to help you get more dollars out of your discontinued, close dated, damaged, and left over seasonal product, and send less to the dumpster. Some customers report using it on reclaim items, frequently getting them more than 50% of retail and avoiding the efforts of sending and tracking reclaim. It is also a bonus to have more items in your “bargain bin” (or other more ‘PC’ term) so customers learn to look in that area to find a deal on products they use.

Before starting to create markdown labels, your G.O.T. ordering handheld(s) must be paired (connected) to the printer. Those instructions were included in the box with the printer.

When you are ready to mark down product, grab a G.O.T. handheld, the printer, and go!

First, turn on the power on the printer. To save power, both the printer and the handheld turn themselves off after a few minutes of non-use. Give the two pieces of equipment a little time to reestablish their Bluetooth connection.

From the handheld’s menu, choose **Markdown**. You may find this on page 3 of the G.O.T. menu.



If this is the first markdown done on the scanner since it was last transmitted (cleared), you will be asked to enter your user name. (3 letters) and then press **Next**.

If you have previously entered other batches, choose **New** to start a new batch and continue.

In the next Step, choose a description for this markdown. The reasons available are shown in the screen on the right.



No matter what markdown reason you choose, there are always three types of markdown available:

**Default**: when the markdown program is set up, default markdown percentages are set by department, according to the user's preferences. These may vary by product price level. For example, fresh meat \$12 or less may have a 30% default markdown, but fresh meat over \$12 may have a 40% default markdown.

**Percent**: the user can override the default with the percent of regular retail that should be given.

**Markdown Price**: the user can override the default by assigning an exact markdown price to the item.

Select type

1 - Default

2 - Percent

3 - Markdown Price

Menu

Scan / Enter Item

Quit Show All Change Reason/Type

Choose **Default**: Choose the Default button, or press 1. The system will ask you to scan the item.

Once the item is scanned, assuming the system identifies it, you may change the number of labels you need, if more than one like product is to be marked. Press **Print**.

Department: GROCERY

UPC: 7336061341

LACROIX SPRKL ORANGE 144 OZ

Current Price: \$4.99

Enter Count of Labels

1

Back Print

The markdown label(s) will be printed. See below for suggestions on how to mark the product.

Scan / Enter Item

Quit Show All Change Reason/Type

If you want to change to a different markdown reason or a different type, press the **Change Markdown Type** button after any tag prints. You can change one or both of the markdown parameters.

To print a markdown label for a specific percentage off regular retail, choose the **Percent** type.

Department: GROCERY  
 UPC: 7336061341  
 LACROIX SPRKL ORANGE 144 OZ  
 Current Price: \$4.99

Enter Count of Labels  
 1

Enter Discount Percent  
 40 %

Back Print

After you scan the item to be marked down, you will have to enter the discount percentage to calculate. You may create multiple tags for identical items.

Select type

1 - Default  
 2 - **Percent**  
 3 - Markdown Price

Menu

Select type

1 - Default  
 2 - Percent  
 3 - **Markdown Price**

Menu

The third type of markdown available is the **Markdown Price**. This allows you to scan an item and enter the exact price you want the item to ring up at the POS for.

Again, you just enter the price you want, adjust for the number of lables needed, and hit **Print**.

Department: GROCERY  
 UPC: 7336061341  
 LACROIX SPRKL ORANGE 144 OZ  
 Current Price: \$4.99

Enter Count of Labels  
 1

Enter Markdown Price  
 \$ 2.00

Back Print

Once you are finished printing markdown labels, send the data to G.O.T. just like you would send an order or any other file.

### ITEMS NOT ON FILE

In the markdown program, if you scan an item that is not recognized by the G.O.T. System, you will first have to pick a department that the item is assigned to. Once you pick the department, you must enter a description of the item.

This is the description that will appear on the markdown label and in the markdown reports.

Select a Department (Page 1 of 2)

1 - GROCERY SEAFOOD 1 - 6  
 2 - DAIRY NON FOOD - 7  
 3 - HEALTH PRODUCE - 8  
 4 - FROZEN BAKERY - 9  
 5 - MEAT **MORE** - 0

Back

Enter Item Description

ABC Hot Chocolate Mix 12 oz

A	B	C	D	E	F	G
H	I	J	K	L	M	N
O	P	Q	R	S	T	U
V	W	X	Y	Z	Space	
#	.	/	%	-	Back Space	

Back OK

# HOW TO PLACE THE MARKDOWN LABELS ON PRODUCT

We see two ways you will probably want to use the markdown labels to tag the product.

With the first method, you can place the entire label on the front of the package, showing the new price. If you do this, it is necessary to invalidate the original UPC / PLU. In this photo, notice the extra black line inserted into the PLU barcode.



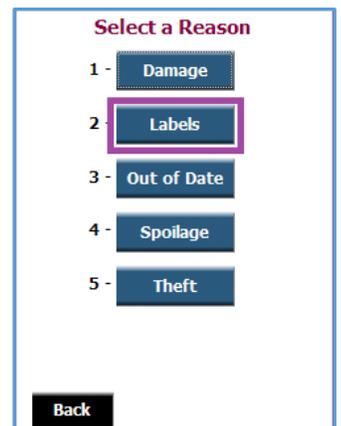
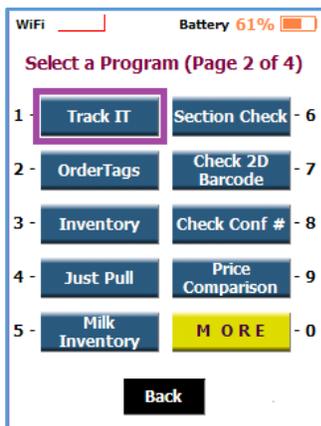
The other way you can place the label on the product is to tear off that 3/4" strip and use it to cover the original UPC / PLU barcode. In that case, there is no need to mark through the original barcode.

## SHRINKING AN ITEM PREVIOUSLY MARKED DOWN

There will be times that an item did not sell after being marked down. In this case, the shrink information must be captured.

When scanning shrink for items that have previously been marked down with a G.O.T. markdown label, **there is one specific way to scan the shrink:**

Choose **Track It** from the main menu, then **Shrink**, then **Labels**.



# MARKDOWN REPORTING

Daily reporting shows the detail of each item marked down, along with totals to be recorded as markdowns.

Store: [REDACTED]

**Grocery Order Tracking  
Markdown  
01/10 to 01/10**

Report 0391  
01/11/18  
10:04:52  
Page # 1

Department DELI

User	Conf #	Printed	UPC	Description	Size	Reason	Type	Cnt	Reg Retail	Adj Retail	Total	M/Down Price	Total	Disc %	Rec laim
PBA	90478	01/10/18 07:59	22315300000	Pan Roasted Chicken - Cold	1.000	Short Date	%	2	3.23		6.46	1.61	3.22	50	
PBA	90478	01/10/18 08:00	22281500000	Garden Salad To Go	16 OZ	Short Date	%	1	5.99		5.99	5.69	5.69	5	
PBA	90478	01/10/18 08:00	22315400000	Cold Fried Chicken	1 LB	Short Date	%	1	6.65		6.65	3.33	3.33	50	
PBA	90478	01/10/18 08:01	22341200000	Pan Roasted Chicken 8 PC - Col	1 EA	Short Date	%	1	10.99		10.99	5.49	5.49	50	
PBA	90478	01/10/18 08:02	22273300000	Reuben Panini	1 BC	Short Date	%	1	5.49		5.49	2.74	2.74	50	
PBA	90478	01/10/18 08:03	22642900000	Italian Vegetable Salad	1 LB	Short Date	%	3	3.50		10.50	1.75	5.25	50	
PBA	90478	01/10/18 08:04	22641100000	Chicken Salad Made W/Local Hon	1.000	Short Date	%	1	6.09		6.09	3.05	3.05	50	
PBA	90478	01/10/18 08:04	22644500000	Store Prepared Tuna Salad	1 LB	Short Date	%	1	5.03		5.03	2.52	2.52	50	
<b>Totals:</b>											57.20		31.29		

Store: [REDACTED]

**Grocery Order Tracking  
Markdown  
01/10 to 01/10**

Report 0391  
01/11/18  
10:07:22  
Page # 2

Department MEAT

User	Conf #	Printed	UPC	Description	Size	Reason	Type	Cnt	Reg Retail	Adj Retail	Total	M/Down Price	Total	Disc %	Rec laim
MEA	90893	01/10/18 11:56	26116400000	Beef T-Bone Steak	1 LB	Manager Special	%	1	14.50		14.50	7.25	7.25	50	
MEA	90893	01/10/18 11:56	26116400000	Beef T-Bone Steak	1 LB	Manager Special	%	1	14.38		14.38	7.19	7.19	50	
MEA	90893	01/10/18 11:56	26116400000	Beef T-Bone Steak	1 LB	Manager Special	%	1	12.60		12.60	6.30	6.30	50	
MEA	90893	01/10/18 11:58	26116400000	Beef T-Bone Steak	1 LB	Manager Special	%	1	12.60		12.60	6.30	6.30	50	
MEA	90893	01/10/18 11:58	26116400000	Beef T-Bone Steak	1 LB	Manager Special	%	1	14.87		14.87	7.43	7.43	50	
MEA	90893	01/10/18 11:58	26116400000	Beef T-Bone Steak	1 LB	Manager Special	%	1	13.27		13.27	6.64	6.64	50	
MEA	90893	01/10/18 11:59	2.6116E+11	FILET MIGNON		Manager Special	%	1		22.65	22.65	11.32	11.32	50	
MEA	90893	01/10/18 11:59	2.6116E+11	FILET MIGNON		Manager Special	%	1		18.62	18.62	9.31	9.31	50	
MEA	90893	01/10/18 12:01	26101400000	Boneless Beef Flank Steak	1.000	Manager Special	%	1	8.87		8.87	4.43	4.43	50	
MEA	90893	01/10/18 12:01	2.6101E+11	FLAT BRISKET		Manager Special	%	1		33.76	33.76	16.88	16.88	50	
MEA	90893	01/10/18 12:02	2.6101E+11	FLAT BRISKET		Manager Special	%	1		27.33	27.33	13.66	13.66	50	
<b>Totals:</b>											193.45		96.71		

Please contact the G.O.T. help desk if you have any questions.

# 913-402-1069

## How to pair the markdown printer with your stores order machines

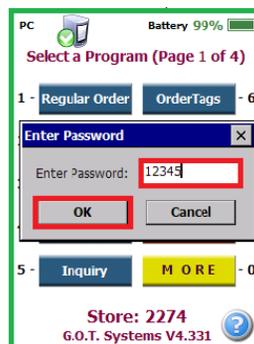
1. Press and hold Power key on the top of the printer for 2-3seconds. The power light should come on and stay green and the Bluetooth light should come on and stay blue



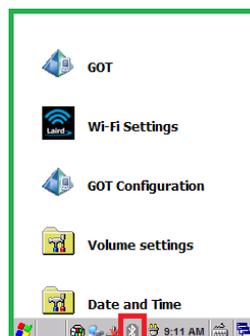
2. Please get the scanners that you're trying to pair to the main GOT menu



3. Press the "ESC" key on keyboard at bottom of gun.
  - a. Enter password "12345"
  - b. select "ok"



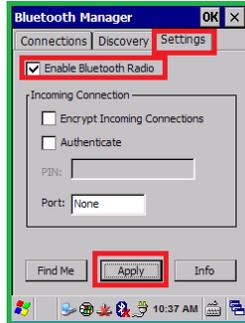
4. Double click on the Bluetooth icon at bottom of screen



**If a printer is already paired go to step 3 on page 9**

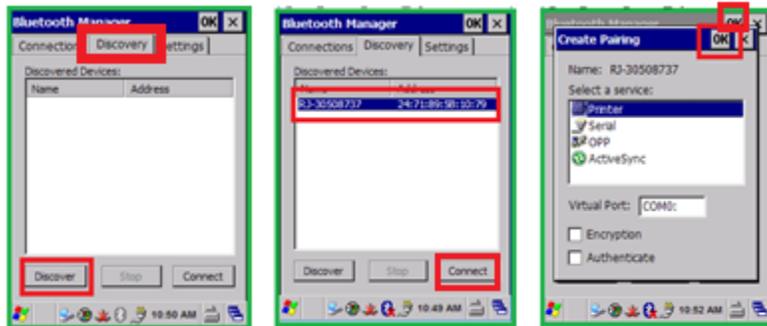
**5. With the Bluetooth Manager page up**

- a. Select the “Settings” tab on the top of the screen
  - i. Put a check mark in “ enable Bluetooth Radio”
  - ii. Select “apply”

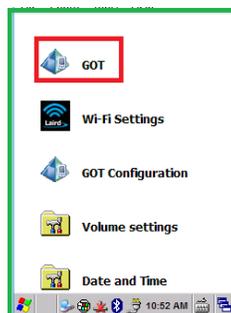


**6. Select the “Discovery” tab on the top of the screen**

- a. Select Discover on bottom left of screen
- b. Click on your printers name once it’s found and it will turn blue, it should say something like RJ-3050XXXX
- c. Hit connect
- d. Select OK at top on create pairing screen
- e. Select OK at top of Bluetooth manager screen



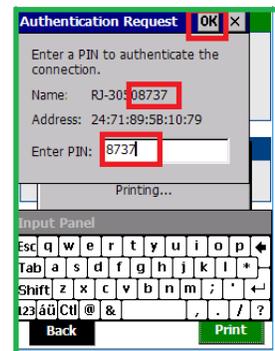
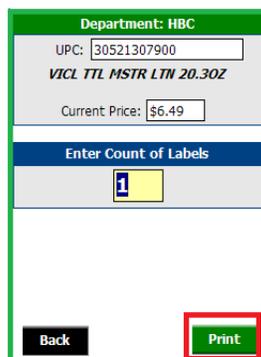
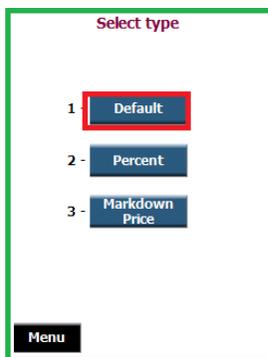
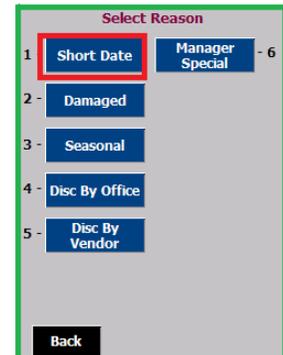
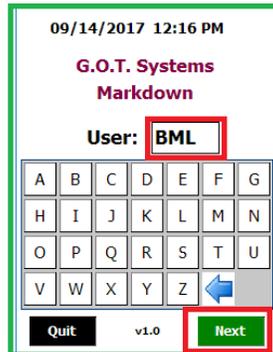
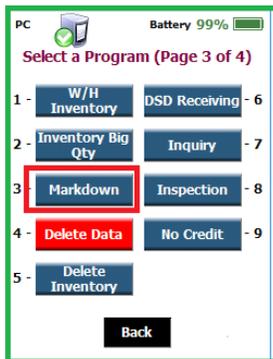
**7. To get back into GOT double click on the “GOT” icon**



8. Find the “markdown” icon on the scanner. If it’s not on the first page select the “more” tab to move to the next page.
  - a. Once found select “Markdown”
  - b. Enter your user name and hit “next”
  - c. Select “Short Date”
  - d. Select “default”
  - e. Scan/enter an item and select “print”
  - f. If connected to printer you will be asked to enter pin#
    - i. The pin# is the last 4 digits of the printers name/serial #
  - g. HIT OK and printer should print a markdown tag

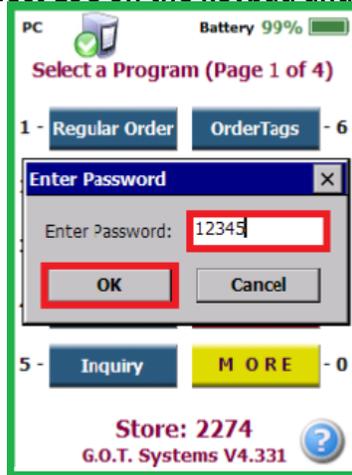
**DONE!**

- h. Repeat for other GOT guns



## How to delete a printer if connected to scanner already

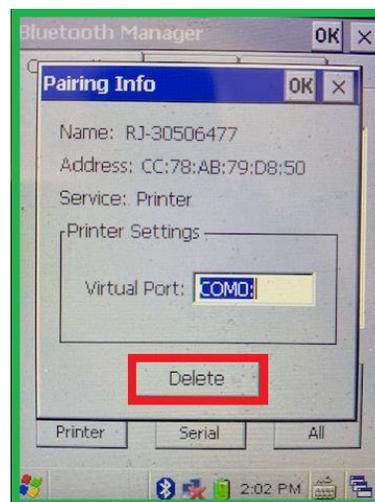
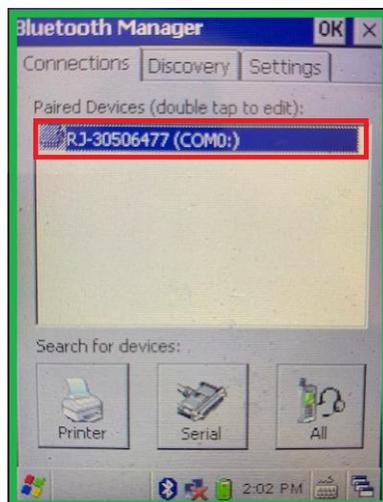
1. From the home screen select ESC on the keypad and enter the password 12345, then hit ok.



2. Double click the bluetooth button at the bottom of screen



3. Double click on the printer that's already connected and hit delete



**DONE!**

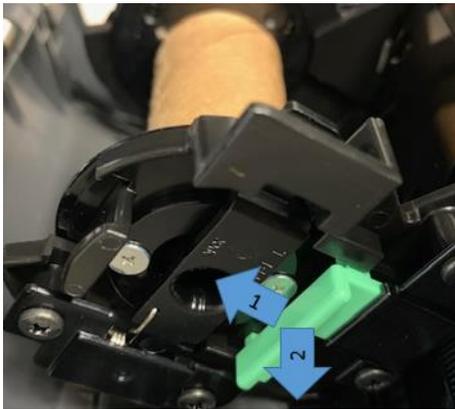
**TO REPAIR A PRINTER AFTER A DELETE GO TO STEP 5 ON PAGE 7**

## How to change the markdown stock when a roll is empty

1. Open the printer by pressing down on the orange tab located on the side of the brother printer



2. Pull up on the green tab (#1) located on the printer wheel and then put out toward you (#2). Remove the empty roll and replace with a new roll, color side up. Lock the roll in by pulling up on the green tab (#1) then push in until roll is tight (#2).



3. Close the lid on the printer and hit the feed button.



4. You are done, just throw away the 1<sup>st</sup> tag attached

