



Resource Guide



Reward Program Name:
PTM Solar Perks



Reward Program URL:
www.ptmsolarperks.com



Rewards:
25 Reward Dollars
Every Month



REWARD PROGRAM OVERVIEW

Creating an Impactful & Engaging Customer Journey

PTM Solar Perks is a high impact customer reward and loyalty program designed to help partners differentiate, acquire, engage, and retain customers. Enrolled customers automatically earn Reward Dollars every month they can use in over a million ways, along with surprise and delight bonuses, green perks, giveaways, games, daily deals, and much more.

Daily, Weekly, & Monthly Giveaways:



Dining Giveaways



Shopping Giveaways



Lifestyle Giveaways



Entertainment Giveaways



Product Giveaways



Cash Giveaways

Fun Bonuses & Surprises:



Welcome Bonus



Birthday Bonus



Anytime Bonus



Summer Bonus



Thanksgiving Bonus



Anniversary Bonus

Green Perks & Resources:



Tree Plant Bonus



Green Home Challenge



Meet Your Solar Farmers



Community Goals



Green Impact Calculator



Energy Savings Tips

One Million Ways to Use Rewards:



Dining Savings



Local Savings



Shopping Savings



Travel Savings



Entertainment Savings



Grocery Savings

Strategies to Get the Best Results with Rewards

- 1 Make it **personal**. Share a personal reward experience.
- 2 Make it **targeted**. Use popular, relatable examples.
- 3 Focus on **brands**. Mention a few of the biggest names.
- 4 Make it **easy**. Talk about the 24/7/365 experience.
- 5 Mention **giveaways**. Win gift cards daily, weekly, and monthly.
- 6 Focus on the local business reward **options**.

REWARD PROGRAM OVERVIEW

SCRIPTING INSERT OPTIONS

How Rewards Can Be Pitched/Described



Simplest:

Plus Free Rewards! Plus Bonus Rewards! Plus PTM Solar Perks!



Simple:

Plus Free Rewards at PTM Solar Perks! Plus Bonus Rewards at PTM Solar Perks! Plus PTM Solar Perks Every Month!



Standard:

Plus enjoy monthly rewards, surprise bonuses, and free giveaways every month at PTM Solar Perks!



Standard Plus:

You also get exclusive access to our PTM Solar Perks program, where you'll earn Reward Dollars every month that you can use in over 500,000 ways. Plus, enjoy gift card giveaways, product giveaways, green perks, games, daily deals, and more!



Max:

You also get exclusive access to our PTM Solar Perks program, where you'll earn Reward Dollars every month that you can use in over 500,000 ways to save on dining, local deals, online shopping, and more. Plus, enjoy free gift card giveaways, product giveaways, surprise bonuses, green perks, games, and daily deals!

How NOT To Message PTM Solar Perks



Reward Dollars are not cash.



~~Plus, you'll get \$25 every month for choosing PTM Solar.~~



Plus, you'll get 25 Reward Dollars every month for choosing PTM Solar.



Reward Dollars are not gift cards.



~~Plus, you earn gift cards every month at PTM Solar Perks.~~



Plus, you earn Reward Dollars every month at PTM Solar Perks.



Reward Dollars are a virtual currency and should be capitalized.



~~Plus, you'll earn reward dollars every month with PTM Solar.~~



Plus, you'll earn Reward Dollars every month with PTM Solar.

Scripting Examples & Snippets

“

Plus, get exclusive access to PTM Solar Perks where you'll get Reward Dollars every month, access to giveaways, surprise bonuses, green perks, games, daily deals and more...”

”

“

With PTM Solar Perks you'll earn Reward Dollars every month that you can use to save on everyday stuff. Plus, you've got a chance to win gift cards every day with our free giveaways... those are my favorite.

”

“

Plus, PTM Solar customers get even more. You'll earn Reward Dollars every month that you can use to save...free cup of coffee, free sandwich, free appetizers...”

”

REWARD PROGRAM OVERVIEW

FREQUENTLY ASKED QUESTIONS

What Are Reward Dollars?

Reward Dollars aren't quite cash, but rather they're promotional rewards that can be used to enter daily, weekly, and monthly gift card giveaways, or to get exclusive discounts and VIP savings in over 500,000 ways. How you use them is totally up to you. You can spend 1 Reward Dollar on a daily gift card giveaway for your chance to win a \$10 gift card, or 5 Reward Dollars on a monthly gift card giveaway for your chance to win a \$100 gift card. Or you might want to spend a few Reward Dollars for a discount on an oil change, or a free appetizer at a local restaurant.

How Do I Log In To My Account?

Simply login to the reward program website. Or, if we have your email on file, you can click on one of the reward emails we've sent! Your username is your 10-digit phone number associated with your account, and your password is your 5-digit zip code.

I Forgot My Username/Password.

Your username is your 10-digit phone number associated with your account, and your password is your 5-digit zip code.

Do Reward Dollars Expire?

Never! Your Reward Dollars are banked month over month and don't expire. So if you earned 25 Reward Dollars this month and don't use any, you'll have 50 Reward Dollars by next month.

Can I Use My Rewards Like Cash? Or For a Gift Card?

No. If you're using Reward Dollars towards a purchase, there's always some amount you'll need to spend. Reward Dollars unlock exclusive VIP savings on that purchase. And don't forget there are lots of benefits that don't require Reward Dollars, like the gift card giveaways, product giveaways, cash giveaways and much more!



Can I Use the Reward Program On My Phone?

Yes! The program is fully mobile optimized. There's no app to download. Simply visit the program site on your phone, log in, and enjoy!

How Often Do I Get More Reward Dollars?

Every month! We make a new Reward Dollars deposit on the first of every month as long as you're still an active customer.

How Long Do I Have to Use My Rewards?

There's no expiration! You can spend them all in one day, or bank them up for a bigger purchase/more giveaway entries. Your choice!

How Much Does It Cost?

It's free! PTM Solar Perks is a free and exclusive benefit for PTM Solar customers.

Which Benefits Use Reward Dollars & Which Don't?

Great question! Reward Dollars are used on purchases for:

- Daily Gift Card Giveaways
- Weekly Gift Card Giveaways
- Monthly Gift Card Giveaways
- Local Shopping Deals
- Online Shopping Savings
- Dining Deals

You'll see how many Reward Dollars you need to spend before a purchase is made. There are also some benefits that don't use any of your Reward Dollars like:

- Green Perks
- Games & Challenges
- Digital Grocery Coupons
- Hotel & Resort Bookings

REWARD PROGRAM OVERVIEW

A CLOSER LOOK AT EACH BENEFIT

How Customers “PLAY” With Their Rewards



Daily Giveaways

We give away three \$10 gift cards every day! Customers simply need to log into their reward program account and click the "Enter" button. Winners are automatically selected and automatically notified...it's that easy!



Weekly Giveaways

We give away three \$50 gift cards every week! Customers simply need to log into their reward program account and click the "Enter" button. Winners are automatically selected and automatically notified...it's that easy!



Monthly Giveaways

We give away three \$100 gift cards every month! Customers simply need to log into their reward program account and click the "Enter" button. Winners are automatically selected and automatically notified...it's that easy!

How Customers Can “EARN” More Rewards



Surprise Bonuses

PTM Solar customers will enjoy surprise bonuses like a welcome bonus, birthday bonus, anniversary bonus, and more. We're always looking for ways to add more value to the PTM Solar Perks program.



Games

Every good reward program needs a little fun. Ours is full of games like "Pick to Win", a monthly trivia question. To play, customers need to log in and answer the question. A right answer earns bonus Reward Dollars!



Referrals

Customers have the option to refer their friends and family to PTM Solar for bonus Reward Dollars. The more referrals they make that sign up, the more rewards they earn.



Reviews

PTM Solar customers can leave a review of the program to earn additional Reward Dollars. It's that easy!

How Customers Can “SAVE” With Their Rewards



Dining

The dining benefit offers a variety of restaurant and takeout savings from your favorite local restaurants. Simply plug in your zip code to find offers nearby. Click on the offer you like best, and use your Reward Dollars to unlock great savings.



Online Shopping

Browse a variety of products in categories like tech, beauty, athletic apparel, home goods and more. If you see something you like, click on it, it'll show the cost, and how many Reward Dollars you can apply towards your purchase.



Travel

The travel benefit is similar to other travel sites you might be familiar with. Simply plug in the destination you're looking to travel to and you'll be shown the hotel and resort deals available to you.



Grocery Coupons

We're all about helping customers save. Using our free grocery coupons benefits, customers can search by popular categories and select the coupons they like best. We offer digital and print-at-home grocery coupon options.