# About this guide

The purpose of this guide is to provide guidance on how to issue discount codes to your customer. This guide is for providing access to customers who meet the following criteria:

* Customer does not have Alchemy training
* Customer has been with Ecolab since before Jan 1st, 2017.

## Discount Codes - How they are named

Discount codes are formed using a **naming convention** which consists of a **course prefix** and the account number.

|  |  |
| --- | --- |
| Course Name | Course Prefix |
| Chemical Safety – English* Chemical Safety 101: Introduction to Chemical Safety – English
* Chemical Safety 102: Safety Data Sheets – English
* Chemical Safety 103: Chemical Labels - English
 | CHEM- |
| Chemical Safety – Spanish* Chemical Safety 101: Introduction to Chemical Safety – Spanish
* Chemical Safety 102: Safety Data Sheets – Spanish
* Chemical Safety 103: Chemical Labels - Spanish
 | CHEM.ES- |
| Sanitation – English* Sanitation 101: Introduction to Cleaning and Sanitizing – English
* Sanitation 102: Cleaning and Sanitizing Process - English
 | SANI- |
| Sanitation – Spanish* Sanitation 101: Introduction to Cleaning and Sanitizing – Spanish
* Sanitation 102: Cleaning and Sanitizing Process - Spanish
 | SANI.ES- |
| Pest Management – English* Pest Management 101: Identifying Pests – English
* Pest Management 102: Eliminating Pests - English
 | PM- |
| Pest Management – Spanish* Pest Management 101: Identifying Pests – Spanish
* Pest Management 102: Eliminating Pests - Spanish
 | PM.ES- |

## **What discount codes do I send to my customer?**

You’ll need to know the **account number** and which course libraries you would like to provide access to. Let’s use two examples, shown on the following page…

## Example #1: Mike’s Milk Company subscribes to Ecolab F&B

* Their account number is **80123456**
* They will need only Chemical Safety and Sanitation libraries, both English and Spanish

This customer needs access to 4 course libraries (consisting of 10 total modules). Referring to the **naming convention** on the previous page, we can determine the discount code for **each course library.**

|  |  |
| --- | --- |
| Course Name | Discount Code |
| Chemical Safety – English* Chemical Safety 101: Introduction to Chemical Safety – English
* Chemical Safety 102: Safety Data Sheets – English
* Chemical Safety 103: Chemical Labels - English
 | CHEM-**80123456** |
| Chemical Safety – Spanish* Chemical Safety 101: Introduction to Chemical Safety – Spanish
* Chemical Safety 102: Safety Data Sheets – Spanish
* Chemical Safety 103: Chemical Labels - Spanish
 | CHEM.ES-**80123456** |
| Sanitation – English* Sanitation 101: Introduction to Cleaning and Sanitizing – English
* Sanitation 102: Cleaning and Sanitizing Process - English
 | SANI-**80123456** |
| Sanitation – Spanish* Sanitation 101: Introduction to Cleaning and Sanitizing – Spanish
* Sanitation 102: Cleaning and Sanitizing Process - Spanish
 | SANI.ES-**80123456** |

## Example #2: Tom’s Sausage Factory subscribes to Ecolab Pest

* Their account number **TOMSAUSAGE01-5**
* They will need only Pest Management courses, both English and Spanish

This customer needs access to 2 course libraries. Referring to the **naming convention** on the previous page, we can determine the discount code for **each course library.**

|  |  |
| --- | --- |
| **Course Name** | **Discount Code** |
| **Pest Management – English*** Pest Management 101: Identifying Pests – English
* Pest Management 102: Eliminating Pests - English
 | PM-**TOMSAUSAGE01-5** |
| **Pest Management – Spanish*** Pest Management 101: Identifying Pests – Spanish
* Pest Management 102: Eliminating Pests - Spanish
 | PM.ES-**TOMSAUSAGE01-5** |

## **What’s the best way to send discount codes to my customer?**

The best practice is to send the discount codes in a **table** (as shown above), via email.   Other suggestions are to include:

1. Subject line that includes the plant name, city, and state
2. An introduction paragraph
3. An attached [tip sheet PDF](http://marketplace.sistemlms.com/ecolab/plugins/alchemy_marketplace/public/ecolab_UserGuide.pdf).
4. A link to the eLearning website.
<http://marketplace.sistemlms.com/ecolab>
5. A link to the tip sheet (in case attachments are blocked)
<http://marketplace.sistemlms.com/ecolab/plugins/alchemy_marketplace/public/ecolab_UserGuide.pdf>

Example (of an F&B customer’s discount codes) is shown below. The example is annotated with the steps referenced above.

