

Add an extra \$20,000⁰⁰ per month to your bottom line

*per actual customer testimonial

Avoid Problems with Cash on Customers' Credit Cards

Limit Customer Credit Card Disputes

Increase Sales

Secure, Easy to Use

Encourage Spontaneity

100% Money Back Guarantee

Secure Dance Dollars by ReportWare

\$20 Dance Dollars **\$20**

YOUR CLUB

Only for Table Dance Purchases



2.2ABXDEMO

Issued 7/24/2000
Expires 7/24/2001
Non-Redeemable



If you don't already sell dance dollars:

Solve Cash on Credit Card Issues: Credit card companies don't let you advance cash on your customers' credit cards. By selling dance dollars, you avoid this problem. Dance dollars are similar to gift certificates you may purchase at any store in the mall. A customer uses his credit card to purchase as many dance dollars as he wishes. He may never turn these in for cash; they are only good for the purchase of an item you sell: a table dance. You sell table dances just like you sell drinks. While a dancer may collect the money from the customer (just like a waitress collects for drinks), the product sold belongs to the house. You may elect to pay dancers a commission on their dances sold of whatever amount you want. Typically, this is done in the form of a commission advance taken that night of 80% or so of the value of the dance dollar.

Increase per head sales: A customer can only drink a limited number of drinks and only pays one cover charge on a visit. He can, however, consume an almost unlimited number of table dances. You must make this an easy and pleasant experience for him.

Spontaneity: Customers like to interact spontaneously with dancers. If a dancer gets a customer to agree to a table dance, but must then summon a waitress or manager and fill out paper work for each dance (as is done at some clubs selling dances on credit card accounts), or send him off to an ATM, this spoils the moment and slows transactions. A customer can purchase a handful of dance dollars, which he may spend on any dancer for any table dances he wants.

More and better dancers: With customers able to easily use credit cards for table dances, they will buy many more dances. Your dancers will make more money. The more money your dancers make, the more and better dancers you will have.

Percentage earned by house: The house earns a percentage on every dance dollar sold. This can be whatever you set, and imposed as you wish. After paying your credit card discount of 2-3% you net 17% or more on the face value of each dance dollar sold. It can be hard to get your house percentage on cash table dances. You will collect on every dance sold this way, since dancers must go to you to turn in their dance dollars.

If you already sell dance dollars:

High security: Our Secure Dance Dollar System makes it impossible to counterfeit dance dollars that will pass examination by our system and be redeemed by you. A crook can make a visually perfect copy of a valid dance dollar certificate and turn it in. If he does, the copy may be scanned and accepted, but the original he used becomes invalid.

Expirations: Our certificates expire after whatever number of days you select. The expiration date is printed on each dance dollar. If the customer takes some home with him (this is common), only one of two things can happen: 1) he remembers he must come back to visit your club in 30 days and does so, giving his dance dollars to his favorite dancers; or 2) he worries his wife will find them in his pocket, or he loses them, or they otherwise don't come back in your door. You make 100% on every one of these.

Other certificates may be issued: You are not limited to selling only one denomination of dance dollars. Our system supports an unlimited number of certificates, each with different values, expirations and titles. You may sell Food and Beverage gift certificates or print dance dollars with pictures of your dancers on them, so that customers will want to take them for souvenirs.

Easy tracking and accounting: Each certificate issued through ReportWare is fully tracked through the system. You always know how many you've sold at any time, how many are outstanding, how many expire, etc. You know which dancers turn them in and even which customers buy dances from each dancer. You may match sales to credit card settlements.

Credit card disputes: A few customers may forget how much fun they had when they get their credit card bills. You can show them exactly how many dollars they purchased and which dancers they gave them to. This may resolve a potential dispute. On the other hand, if some dance dollars get stolen off a customer's table, you can identify and void them immediately. If the thief tries to turn them in, you can identify her. When your staff knows this, it acts as a further theft deterrent.

Ease of use: All the work is done by a computer. The customer's credit card and each authorization code are tracked. After authorization, certificates (dance dollars) are printed "live" on your printer. When dancers hand in their dance dollars for redemption, they are scanned by a bar code reader like cans at a supermarket. The computer validates each one and figures out commissions for dancers, net of house fees.

Proof:

Our Secure Dance Dollar System has been proven in high volume use at clubs around the country. We have clients selling hundreds of thousands of dollars in Dance Dollars every month. By way of example, we installed our System at a major Texas club in July, 1999. They are an established club that's been in the same location for over 20 years. They already had an old style dance dollar system in place. They estimate that switching to our system has added an average of \$20,000 per month NET to their profits during its first year of operation.

If you'd like to earn more money at your club, and have it grow to even greater success, just call us toll-free at 888-REPWARE (888-737-9273). Each day you wait to install our system costs you hundreds or even thousands of dollars in missed profit. ©2011, by ReportWare, Inc.