

SOUND CHECK: MUSIC & SOUND CREDIT CARD REBRAND READINESS GUIDE

TWO SIMPLE STEPS TO HELP DRIVE PROMOTION SUCCESS

Research shows consumers visit an average of 3 retailers and can take up to 85 days to make a major purchase.¹ Here are 2 easy ways to help increase your average ticket and motivate members of your music community to upgrade or get the additional gear they want to follow their musical passions.

STEP #1 PREPARE YOUR TEAM TO DISCUSS THIS OFFER

Find time with each of your team members to review the offer details and determine the best place to discuss the offer during your sales process. Some suggestions:



WHEN A CUSTOMER WALKS IN: “We currently have an offer if you open a new Synchrony Music & Sound credit card. You can earn a \$50 statement credit when you make a qualifying single-receipt purchase of \$999-\$1,998.99 or a \$100 statement credit when you make a qualifying single-receipt purchase of \$1,999 or more. Plus, if approved, you can pay for your purchase over time with convenient monthly payments. Promotional financing is also available on qualifying purchases. I’d be happy to provide you with more detail.” ▶ Refer customer to SIGN near item.



WHEN HELPING A CUSTOMER: “The item you are looking at may help you qualify for this new Synchrony Music & Sound credit card cardholder offer. Take a look at the details on this sign, and I’d be happy to answer any questions.” ▶ Refer customer to SIGN near item.



AT THE REGISTER: “This is a great instrument choice. I wanted to let you know about this offer if you open a new Synchrony Music & Sound credit card, you can earn a \$50 statement credit when you make a qualifying single-receipt purchase of \$999 - \$1,998.99 or a \$100 statement credit when you make a qualifying single-receipt purchase of \$1,999 or more. Plus, if approved, you can pay over time with convenient monthly payments. Promotional financing is also available on qualifying purchases. If you’re interested, take a look at this sign and I’d be happy to help you proceed with next steps.” ▶ Refer customer to SIGN near item.

¹Synchrony 2021 8th Major Purchase Study

Offer is only available to new Synchrony Music & Sound accounts opened between August 1-31, 2025.

STEP #2 PRINT OUT THE FOLLOWING SIGN AND DISPLAY AROUND YOUR STORE

We suggest to display the sign at two places to help your team reference these signs consistently:



TO HELP DURING THE SALES PROCESS:

Around or next to instruments that qualify for this offer



TO HELP AT CHECK OUT:

At all of your registers



DREAM BIG. MAKE MEMORIES.



EARN A \$50 OR \$100 STATEMENT CREDIT.*

From August 1-31, 2025, open a **new Synchrony Music & Sound credit card** and use it to make a qualifying single-receipt purchase of \$999 - \$1,998.99 to earn a \$50 statement credit or make a qualifying single-receipt purchase of \$1,999 or more to earn a \$100 statement credit.





SCAN NOW TO SEE WHAT YOUR ESTIMATED MONTHLY PAYMENT COULD BE FOR THE GEAR YOU WANT AND NEED.

Ask an associate to learn more on how to apply for the Synchrony Music & Sound credit card privately from your mobile device.

*Subject to credit approval. In order to qualify for this offer, customer must open a new Synchrony Music & Sound credit card and use their new Synchrony Music & Sound credit card to make a qualifying single-receipt purchase of \$999 or more to earn a \$50 statement credit or \$1,999 or more to earn a \$100 statement credit (net purchases minus any returns or adjustments during the promotional period) between August 1 - 31, 2025. Qualifying purchase must post to their account by September 7, 2025. For accounts that qualify, a \$50 or \$100 statement credit will post to customer's account within 2 billing cycles after the promotion ends. Offer is valid for newly opened Synchrony Music & Sound accounts and only one \$50 or \$100 statement credit can be earned per account. Statement credit cannot be used to satisfy the required monthly payment on their Synchrony Music & Sound credit card account and may not be redeemed for cash or cash equivalent. Account must remain open, be in good standing, and not become delinquent at the time statement credit is applied. Accounts approved after August 31, 2025 are not eligible for this offer. If application is submitted during the offer period, but is approved outside of the offer period, cardholder will not be eligible for this offer.

Ready to order new in-store signage?
Scan the QR code or [click here](#) to get started



Looking for more successful ways to use this offer to help enhance sales?
Call Synchrony Merchant Services at 1.800.333.1082.

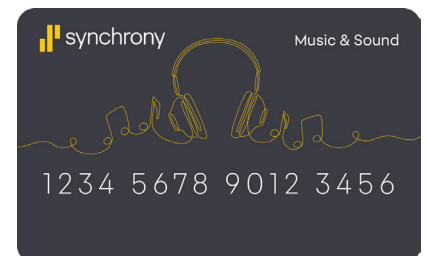
Make sure to display the following POS sign at the register.

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a qualifying single-receipt
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