

Give a group of customers special prices

Sort customers into groups such as wholesale or VIP, then give each group money off that applies when they sign in to your store.

Add-on [Online store](#)

Customer groups let you give certain people, such as wholesale buyers or regulars, their own prices across the whole store. Once a group member signs in and opens their cart, the money off applies on its own.

Online stores are an add-on. If your site doesn't have one yet, ask us about adding it; we quote it in writing first.

Before you start

- These steps are for stores that show **Manage Store** under **Store** in the side panel. If yours doesn't, email us and we'll check what your store offers.
- Customers must be signed in to get their price, so they need accounts. See [Let customers make an account](#).

Create a group

1. Log in to your site editor.
2. In the side panel, click **Store**, then **Manage Store**.
3. Click **Settings**, then **Customer groups**.
4. Click **+Add new customer group**.
5. Type the group's name. Members see it in their account.
6. Click **Save**.

A customer can be in only one group.

Put customers in a group

1. Open **Store**, then **Manage Store**. Click **My Sales**, then **Customers**.
2. Find the customer by name or email.
3. In the **Customer group** column, click the – sign and choose the group.
4. Click **Save**.

Customers show up here once they have placed an order or registered.

Set the group's money off

1. Open **Store**, then **Manage Store**. Click **Marketing**, then **Automatic discounts**.
2. For one flat amount, click **Add discount** in the **Based on Customer Groups** section. For tiers that depend on the order subtotal, click **Add discount** in **Based on Customer Groups and subtotal**.
3. Choose the group, then type a percentage or an amount in the **Discount** column.
4. To add more rows, use the same button again. For a second group's subtotal tiers, click **Add Discount table**.
5. Save your changes.

Tips

- Group prices cover everything in the cart. For certain products only, make a coupon limited to those products or categories and send the code to the group. See [Create a coupon code](#).
- Keep the **Sign In** link visible in your store's footer, or add a **My Account** link to your menu, so group members can find where to sign in.
- A shopper who isn't signed in is treated as a regular customer.

Need a hand?

If your site doesn't have this yet, ask us about adding it. We quote it in writing first, and nothing is billed unless you approve. Email hello@zossoz.com.

Already have a store? Email us the group names, who belongs in each and the prices, and we'll take care of it. We reply within one business day. See [Request a change](#).

Related guides: [Let customers make an account](#) · [Create a coupon code](#) · [Schedule a sale](#) · [See your customers](#) · [Offer a price break for buying more](#)

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