

SUPER BOWL CONTEST

Sunday, February 2, 2014

Thanks Lisa Rada



1. Sit down with your customer profiles and call as many customers as possible and use the following dialogue:

Hi, ____, this is _____. How are you? Great! Do you have a minute for me to explain a really fun promotion I am running? Okay, here it goes. I am doing a Super Bowl Pool. For every \$10 in product you purchase, you will receive a square with corresponding numbers. If you have the last digits of the score at the end of a quarter, you will win \$25 in free product. If you have the ending score numbers, you will win \$50 in free product!

_____, is there anything you would like to purchase to get in on this?

2. Take down her order. If she is within \$5 of getting another square, let her know. She might just add on to her order to get another square.
3. Once the ticket is written up, ask her how she wants to pay for it.
4. Randomly pick numbers and let her know what numbers she has. The first pick should be for the team across the top, the second pick should be for the team going down the left side. Read it to her as "Bears 7, Packers 3" or whatever the teams are that will be playing. If the score is Bears 17 and Packers 33, she wins. It is the ending numbers of the score that matter.

When you fill all 100 squares, that is \$1000 or more in sales!!!

TIPS FOR SUCCESS:

- d Look at her profile card to help her think of things she might be running low on. Also, remind her that if she purchases \$30 or more she will get the mirrored compact if you are a part of the preferred Customer Program.
- d Example: If someone purchases \$28 in product they get 2 squares.
- d One year I called all my customers for 3 hours prior to game time! It is never too late to call them!!!



\$1,000 SUPERBOWL SUNDAY!!

Call your customers and everybody else you can think of! Their name goes in a square for each \$10.00 in product that they order. You offer a gift certificate or prize for the person whose name matches the final score or a gift for EACH quarter AND the final score! (Use the last number of each score - e.g. 24-19 would be the name in the square where 4 and 9 meet)



TEAM NAME:

	0	1	2	3	4	5	6	7	8	9
0										
1										
2										
3										
4										
5										
6										
7										
8										
9										

TEAM
NAME:

TELL YOUR CUSTOMERS TO CALL YOU TO GET THEIR NUMBERS AN HOUR PRIOR TO GAME.