



SUPER BOWL CONTEST

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 _____. If you have the ending score numbers you will win _____!! (If Oakland is winning at the end of the first quarter and the score is Oakland 14, Tampa Bay 7...The person with Oakland "4" wins the \$25 in free product.)"

2. Take down her order. If she is within \$5 of getting another square, let her know. She just might 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 squares and let her know what numbers she has or let her choose from open squares. 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:

- Look at her profile card to help her think of things she might be running low on or wanted, but has not yet purchased. Also, remind her that if she purchases \$40 or more she will get the FREE gift with purchase, as part of the Preferred Customer Program.
- Example: If someone purchases \$28 in product, they get 2 squares.
- You can even call your customers right up until game time...it's never too late to call them.
- Carry the grid with you...everywhere. You can get sales and they get a chance at free product.

