

# SUPER BOWL POOL

This is a great opportunity to celebrate the Super Bowl with your customers!

**GOAL: Fill the page and have \$500, \$1000, \$1500 or \$2500 in SALES!!**

Here's how it works...lot's of fun and profitable too!

1. Set a Sales goal for your Super Bowl Game depending on your customer base and appointments that you plan to hold in January. Decide how much you want a square to be...**For Example: \$5 would give you \$500 in sales, \$10 would give you \$1,000, and \$25 would give you \$2,500 with a FILLED BOARD.** Your goal is to fill all 100 squares on the board. You can run the game all month long, or just a week or two.

2. Decide what you will give away for each quarter...based on what you will profit. You could choose to give anything from **\$25-\$50\*** in free product to **25-50% Off\*** an item/set...or something you have on hand or on the discontinued list. You decide based on your own situation. Run your ideas by your director if you want to discuss your options.

**For example: Winners get: \$25 in product for the 1<sup>st</sup>, 2<sup>nd</sup>, and 3<sup>rd</sup> quarters and \$50 in free product for the final score.**

3. For every **\$10\*** a customer spends (before tax), write their name in a box(es). If you are making each square worth \$10 and she purchases \$30, then she gets three squares. Don't fill in the grey/colored squares. *. I do not let people pick their numbers. It is too time consuming and then if the number is taken they have to keep picking. Just drop your pen on the grid and write their name in. Simple, easy-peasy.*

4. Once the board is filled with names, put a team name across the top and down the left hand side of the board. Next, you will need to determine the number that will go in each square along the top and left hand side of the grid. (See the example grid) Cut out the Numbers at the bottom or write the numbers 0-9 on slips of paper and put them in a bowl. Draw them out one at a time and fill in the number in each gray or colored square along the top in the order you draw them out. Then put the slips of paper in the bowl again and draw them out again. This time put the numbers down the left hand side of the grid in the grey or colored squares. The first number you pull goes above column one, two and on and on. *For those of you that don't "know" football, you have to put the numbers on AFTER they pick their square. Otherwise they can put their name in a "good" square that the scores end in a lot like...0, 3,4,6, and 7.*

5. Now you are ready for game day! At the end of each quarter of the game, check the score and whoever is in the box that correlates to the last digit in the score wins the amount you chose in #2 above and you will have a winner! You will take the score of each team at the end of each quarter and 'plot' them on the graft. When you have two digit score, take the digit on the right, in the tens place. For example: Say after the first qtr, the score is 0-7. The Rams score is 0 so you would go down to the zero and then, since the Patriots have 7 points you would follow across to the seven. This is your winner for the first quarter. You would do the same for all four quarters of the game so you would have four winners and at the end of the Game whoever is in the box that correlates to the last digit in the Final score is the **BIG WINNER!!!!**

6. Print your game now and start booking and selling, calling your customers for reorders, and don't forget to carry a basket of products everywhere you go so that you can get your game filled quickly! Most people are aware of Super Bowl Pools and will love to participate in yours.

7. Send an email and/or text to all your clients about the Super Bowl contest. Let them know all who purchase products from Sunday-Sunday (or whatever dates you set), the week before the big game will get their name in the contest.

8. There's no limit on how many grids to have! Carry them with you...everywhere. You can get sales and they get a chance at Free Product! When you fill 100 squares , that's \$1000 (if you use \$20 it's \$2,000) or more in Sales!!! Why not go for filling up 2,3 or 4 Grids!

9. Let me know if you have questions. Have fun! Do it now! Don't wait. You can even call your clients right up until game time ! It's never too late to call them! It is the easiest way for sales and a ton of fun for your customers.

**HAVE FUN AND SELL, SELL, SELL!!**

1 2 3 4 5 6 7

8 9 0

## Tips for Success:

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

*“Hi, \_\_\_\_\_, this is \_\_\_\_\_. How are you? Great! Do you have a quick minute for me to explain a really fun promotion I am running? I am doing a Super Bowl Pool where you can WIN up to **\$150\*** in FREE MARY KAY PRODUCTS!! The way it works is that for every \$10 in product you purchase, your name goes in a square. If you have the last digits of the scores at the end of a quarter (for each of the first, second and third quarters), you will win **\$25\*** in free products AND at the end of the game, whoever is in the square with the winning score, GETS **\$50\*** in FREE Products!! So you can win between **\$25-\$150\*** in FREE products! Is there anything you are running low on or might need to keep you looking beautiful and at the same time have a chance to win up to \$100 in FREE Mary Kay products? (Help her think of things she might be running low on. Also, remind her that if she purchases \$40 or more she will get the FREE gift. (PCP) (Optional) **\*=Amount you want to offer. Ex: 1<sup>st</sup> qtr=\$25, 2<sup>nd</sup> qtr=\$50, 3<sup>rd</sup> qtr=\$25, 4<sup>th</sup> qtr=\$50. All 4 qtrs=\$150***

*Text Script: Hey lady!!! I am so excited for the upcoming Big Game and I cannot wait to give away **\$150\*** worth of Mary Kay during the game! Whether you are a Patriots/Rams fan or not we are all fans of FREE RIGHT!?!? Would you like to get some squares and get us started!?! For every \$10 you spend you get one square! What are you running low on?*

2. Take down her order. REMINDER....WATCH THEIR TOTALS (Before Tax) if they are at \$38...tell them they're only \$2 away from \$40 & they would get a 4<sup>th</sup> Square! (She most likely will add onto her order to get another square).
3. Once the ticket is written up. Ask her how she wants to pay for it and set up a time to deliver her products. Products must be paid for before the game begins.
4. Put the name of the NFC team and the AFC team on the form. Randomly pick squares corresponding to the amount of her purchase. One square for every **\$10 (or \$20)\*** purchased. Let her know what numbers she has and put her name on the grid for your record to keep track of which client has what numbers. 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 “Rams7, Patriots 3” or whatever the teams are that will be playing. If the score is Rams 7 and Patriots 33, she wins. It is the ending numbers of the score for each team that matter
5. The second picture below is an example of how your game will look at the end of the first quarter.

