



# Super Bowl Contest

Sunday, February 13, 2022

Idea originally from Lisa Rada

**1. DETERMINE:** type of prizes and when to award them (*at the end of each quarter, at half time, and at the end or just at the end of the game*)

**2. SIT DOWN** with your customer profiles & **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 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?

**3. WRITE DOWN** her order. If she is within \$5 of getting another square, let her know. She might just add on to their order to get another square.

**4.** Once the ticket is written up, **ASK** her how she wants to pay for it.

**5. RANDOMLY PICK** numbers and let her know what numbers she has. The first pick should be for the team across the top (The CINCINNATI BENGALS), the second pick should be for the team going down the left side (The LOS ANGELES RAMS).

**READ** it to her as "BENGALS 7, RAMS 3". If the score is BENGALS 17 and RAMS 33, she wins. It is the last digits of the score that matter.  
*When you fill all 100 squares, that is \$1000 or more in sales!*

## TIPS FOR SUCCESS:

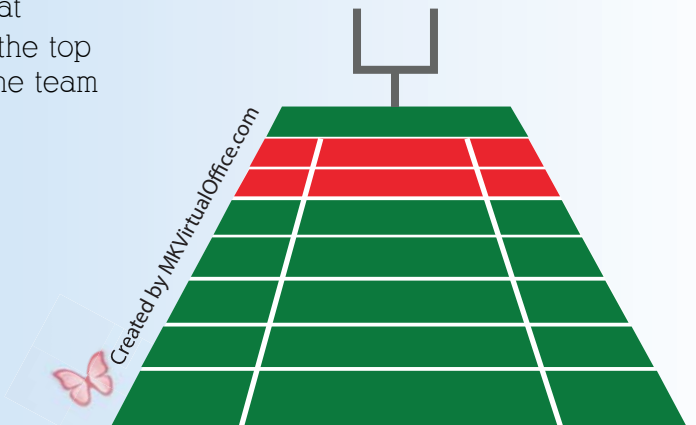
**1. Call all your clients.** If time is too short, email and follow up with as many as you can.

**2. Look at her profile card** to help her think of the things she might be running low on. Also, remind her that if she purchases \$40 or more they will get a Preferred Customer gift.

**3. It is never too late** to call them! You can call customers until the minute the game starts.

**4. Call men** for Valentines gift sales too.

**5. Take orders** from now **until** game time.



# 2022

## Superbowl Contest

BENGALS vs RAMS



Qtr	Score	Winner
1st		
2nd		
3rd		
4th		

## Cincinnati Bengals

Los Angeles Rams

	_1	_2	_3	_4	_5	_6	_7	_8	_9	_0
_1										
_2										
_3										
_4										
_5										
_6										
_7										
_8										
_9										
_0										

Created by MK Virtual Office for Michele Semper

